

# Annual Report 2023





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# PROLOGUE



## HANS LENZEN

*Chairman*

*"Join us in protecting and loving our island".*

Mallorca Preservation was established in 2017, fueled by a profound dedication to preserving the environment of our island. From the beginning, it has spearheaded a shift in our interaction with nature, advocating for positive and sustainable change. As we celebrate our 7th anniversary, we are proud to have raised over €850,000, supporting 28 vital environmental projects. This achievement was made possible through the support of our environmentally aware community, which has grown to include more than 50 members—volunteers, donors, ambassadors, and our dedicated team. Looking ahead, MAPF remains dedicated to enhancing its efforts and deepening its engagement with individuals committed to the environmental cause in Mallorca. The disconnection between humanity and the natural world has caused significant harm, and it is our mission to rectify this error. The local movement for environmental and social action is exemplified through the Conservation Collective, the overarching organization that, in collaboration with Mallorca Preservation, has raised €12,000,000 since 2020, supporting 20 foundations. We extend an invitation to you to become part of this community focused on safeguarding and cherishing our island. Mallorca, with its unique ecosystems, flora, and fauna, needs our help - join us at Mallorca Preservation!



## ANA RIERA

*Executive Director*

*"Supporting 14 projects with more than €280,000".*

We end the year 2023 happy to have exceeded all our expectations. Thanks to the support of the Mallorca Preservation family, which includes individual donors who firmly believe in our work, companies who are aware of the need to give back to Mallorca all that our island gives them, environmental conservation organisations who work tirelessly to carry out projects that have a positive impact on the environment, a large group of advisors who guide us and help us to do our work better and a united team who work with enthusiasm because we believe in what we do and want to improve on a daily basis, we have achieved our goal, supporting 14 projects with more than €280,000. Beyond the numbers, the addition of new supporters, the participation of so many people in the activities we organise and the recognition we have received—initially with the Onda Cero Mallorca Award in Environment followed by the Essentially Mallorca Award—fills us with energy to face a new year full of challenges and aspirations.

# 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



# HIGHLIGHTS

**896K**

raised since 2017



**7**

years working for a more sustainable island



**2**

awards received



**+100**

people are part our MAPF family



**+20**

partner associations



**6.000**

social media followers



**+20.000**

people reached in 2023



# ABOUT US

## OUR STEERING COMMITTEE



BEN GOLDSMITH



HANS LENZ



BRUNO ENTRECANALES



JOE HOLLES



FRANCISCO MERCADAL



DREW AARON



FRANCISCO PFITSCH

## OUR ADVISORY BOARD



JOAN JUAN



MARCIAL BAROLET



MARCO VAN  
DER REE



PAUL RODWELL



DIEGO RICCHIUTI



MARTÍ BESTARD



MARIANA CHACÓN



CHRISTINA SKYTT



ANETTE SCHWAB

## LOCAL TEAM



### ANA RIERA

Executive Director

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



### MARIA OLIVER

Communications & 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 preserve the island's natural beauty".*



### IRENE WAGNER

Project Manager

*"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".*



### MARC MASMIQUEL

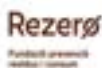
Technical Coordinator of Sustainability Observatory of Mallorca

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



## PARTNER ASSOCIATIONS

The effectiveness of Mallorca Preservation is solely attributed to our partnership with local organizations. Together, we collaborate closely to safeguard the island's beauty and environmental integrity.



# OUR GLOBAL NETWORK

## CONSERVATION COLLECTIVE

**Conservation Collective** launches, funds and grows local environmental foundations to support the best and most effective environmental grassroots projects, with world-class oversight, management and programme aid. We believe that people are instinctively 'place-based' and are more likely to want to protect the places they love.

Today, Conservation Collective's global ecosystem comprises **twenty foundations with most recent members in Sicily, The Turquoise Coast (Turkey), Malta and The Dalmatian Coast (Croatia)**. The power of Conservation Collective lies in its ability to raise funding effectively and efficiently and share knowledge and expertise across the network.

## CONSERVATION COLLECTIVE FOUNDATIONS





## THEORY OF CHANGE

**Conservation Collective's Theory of Change** outlines how our work creates lasting impact on both a local and a global level and how it serves to meet our impact goals of restoring natural habitats, protecting native species, reducing pollution and building climate resilience.

It explains how the activities at each level of our ecosystem - Conservation Collective, Local Foundation and our Grantees - interconnect and how together they result in a range of positive outcomes - social, economic and policy - which include improved awareness and appreciation for the natural world, nature friendly practices being adopted by public institutions and companies, and environmental protection and restoration.

The Theory of Change provides us with a framework to track, measure and evaluate the effectiveness of our work and communicate this clearly.





MARE 2023  
Julio Martínez



MARE 2023  
Dan Florit



# MARINE CONSERVATION

MARE 2023  
Vicente Planells

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.

## Small sharks - Acció Stellaris

*"This project exemplifies the collaborative efforts of various conservation groups, the Balearic Islands Government, and a highly cooperative fishing sector, all united in their commitment to the conservation of vulnerable species. It underscores the powerful outcomes we can achieve together. The sea is a treasure shared by all, and its preservation is a responsibility that falls on everyone's shoulders".*



**Santi García**  
Project Coordinator



Dan Abbott



MARE 2023  
Javier Atero



# Shark conservation: Nursehound project

Sharks and rays have experienced the most significant decline in the Balearic Islands and the Mediterranean over recent decades due to overfishing. These species are crucial for the balance of the food chain in marine ecosystems, not only in the Mediterranean but also globally. Their reduction could lead to dire ecological repercussions. Part of the reason for their declining numbers is the instinctive, though irrational, fear they evoke, contributing to their negative perception. However, the stark truth is their vulnerability, largely due to lengthy gestation periods and slow growth rates, requiring years or even decades to reach reproductive maturity.

The **Nursehound (alitan)** is classified as endangered in the Red Book of Balearic Fishes, primarily threatened by incidental capture through trawling, bottom longlining, and trammel nets. Once common in the Balearic waters, it is now rare to encounter this species.

In a bid to facilitate the recovery of small sharks, an alliance was established in June 2021 with the signing of an agreement among partner organizations. Since the inception of this pilot project, 278 angel sharks have been born, with 61 subsequently released into the wild, including 20 equipped with internal tags for monitoring purposes. Of these, 41 were released in the Cabrera Maritime-Terrestrial National Park, and the remaining 20 in the Toro Marine Reserve and the Malgrats Islands, marking a significant step towards the conservation of these vital marine species.

## ALLIANCE & PARTNER ASSOCIATIONS



**10.400€**  
granted by MAPF.



**2021-present**  
project period.



**278**  
Nursehound hatchlings have been born within the facilities of the Cabrera National Park and Palma Aquarium Foundation.



**61**  
Sharks have already been released, and 20 of them have been internally equipped with an emitter for tracking purposes.

## Cabrera Dolphins

*"Using the most advanced acoustic analysis techniques will enable us to not only determine the number of dolphins inhabiting the waters around Cabrera and understand the impact of human-generated noise on them but also to recognize each dolphin individually by their unique signature whistles. It's akin to learning their names—names they adopt at a young age and maintain, with some variations, for their entire lives. This approach will offer us a window into their culture".*



**Txema Brotons**  
Project Coordinator





# Cetacean conservation: the bottlenose dolphin

The **Cabrera Dolphins project** is primarily focused on researching the population of bottlenose dolphins within the Cabrera National Park, a key marine protected area in the Balearic Islands. By employing passive acoustic methods, the initiative aims to pinpoint individual dolphins based on their distinctive whistles, enabling the precise counting of the population in the area and gaining insights into how underwater noise—predominantly from recreational boating and maritime activities—affects these marine mammals.

Underwater noise poses a considerable risk to dolphins, who depend on sound for communication, navigation, and foraging. The bottlenose dolphin, a species that frequents coastal waters, is especially vulnerable during the peak tourist season in the summer months, when activities in the archipelago surge.

To address and assess the impact of this issue on dolphin populations, the project is supported by the collaborative efforts of Mallorca Preservation, the Tursiops association, and the Cabrera National Park. These partners contribute resources towards the installation of hydrophones, analysis of collected data, and the dissemination of findings.

Key goals of the project encompass identifying and quantifying the area's bottlenose dolphin population, evaluating the levels of underwater noise, and analyzing its influence on the dolphins' presence and behavior. Furthermore, the project aims to compare its findings with data from other regions in the Balearic Islands, enhance public awareness about the conservation of these marine species, and supply essential information to refine the management of the protected zone.

## PARTNER ASSOCIATIONS



**20.000€**  
granted by MAPF.



**2023-present**  
project period.



**2**  
Hydrophones have been installed in the waters of the Cabrera National Park.



**3**  
times a year, hydrophones will be removed from the water for the purpose of downloading and analyzing the data they have collected.

## Calant Xarxes

*"The Calant Xarxes alliance is dedicated to enhancing the sustainability of fisheries within the Balearic Islands, acknowledging fishermen as invaluable partners in this endeavor. Our goal is to highlight their work, applaud their dedication to adhering to regulations, and back them in collectively pinpointing improvements that facilitate the production of Balearic seafood products that are of high quality, traceable, and eco-friendly. We express our appreciation for Mallorca Preservation's support in the execution of this project".*



**Elisa Martínez**  
Project Coordinator



MARE 2023  
Vicente Planells



MARE 2023  
Silvia Mus



# United for the Sustainability of Balearic Sea Fisheries

The Balearic Islands are distinguished by their exceptional marine environment in the Mediterranean, with 20% of the Balearic Sea and 40% of its inland waters under legal protection. This safeguarding effort has been instrumental in the revival of fish populations, simultaneously heightening consumer awareness about the significance of sustainably sourced fish and seafood. This shift in consumer consciousness has led to an increased demand for high-quality, local seafood products, which currently account for only 10% of the seafood consumed on the islands. Despite its modest size, the Balearic fishing fleet is at the forefront of sustainable fishing practices, positioning itself as a potential model for marine conservation throughout the Mediterranean Sea.

In 2020, a coalition comprising Ibiza Preservation, Mallorca Preservation, Menorca Preservation, Marilles Foundation, Conservation Collective, and Blue Marine Foundation united to investigate illegal fishing activities within the Balearic region. The study they conducted offered a definitive analysis and proposed actionable solutions to address the issue, underlining the widespread nature of illegal, unreported, and unregulated (IUU) fishing in the area.

In response to these findings and to address the ongoing challenges, the **Calant Xarxes alliance** was established in 2023. This collaboration involves local and international foundations and is designed to foster cooperation among fishermen, government agencies, NGOs, restaurants, and consumers. The primary goal is to advocate for the responsible procurement of local, traceable, and sustainable seafood, aiming to curb illegal fishing activities and enhance the sustainability of fisheries within the Balearic Islands.

## PARTNER ASSOCIATIONS



BLUE MARINE  
FOUNDATION



**118.200€**

granted by MAPF.  
\*100.000€ in 2023



**2020-present**

project period.



**1**

Agreement signed with OPmallorcamar, an organization representing fish producers.



**6**

national and international organizations collaborate to support sustainable fisheries in the Balearic Islands.

## Sea Treasures

*"Unfortunately, the majority of marine wildlife strandings are attributable to human activities. The silver lining, however, is that the ability to assist these animals lies within our grasp, and the cooperation of everyone is crucial".*



**Xisca Pujol**  
Project Coordinator



MARE 2023  
Néstor Carda



MARE 2022  
Pedro Riera



# Marine Wildlife Rescue and Recovery Centre

Palma Aquarium, a marine park devoted to ocean preservation and the safeguarding of the Balearic Sea, forged a significant alliance with COFIB, an entity under the Regional Ministry of the Environment, in June 2014. This collaboration led to its recognition as the Balearic Islands Catalogued Marine Fauna Recovery Centre. Since this acknowledgment, Palma Aquarium has been at the forefront of managing the rescue operations for stranded sea turtles and cetaceans in Mallorca, also overseeing coordination with teams in Ibiza, Formentera, and Menorca, and maintaining an annual record of these critical interventions.

In pursuit of sustaining and enhancing the initiatives undertaken, as well as introducing new ones, Palma Aquarium established its own foundation in 2016—the "Palma Aquarium Foundation for the Protection of the Environment". The foundation aims to provide both personal and material resources to further conservation, education, and research efforts.

By June 2022, the responsibility for responding to marine fauna strandings in the Balearic Islands was directly assumed by the **Palma Aquarium Foundation** within the framework of the OCEMIB project. This project receives backing from the Biodiversity Foundation of MITECO, through the PRTR, and is funded by NextGenerationEU funds.

Recognizing the critical role this project plays in marine ecosystem conservation and the protection of the Balearic Sea, Mallorca Preservation has supported the initiative since 2020. Through its contributions, Mallorca Preservation has significantly bolstered the efforts and work of the Palma Aquarium Foundation.

## PARTNER ASSOCIATIONS



**12.500€**

granted by MAPF.  
\*5.000€ in 2023



**2020-present**

project period.



**112**

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.





# ORGANIC & REGENERATIVE 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 CO<sub>2</sub> emitter to a net CO<sub>2</sub> 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.

# MALLORCA PRODUCE

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



13 CLIMATE  
ACTION



15 LIFE  
ON LAND



17 PARTNERSHIPS  
FOR THE GOALS



85.425€

granted by  
MAPF in 2023.

Agriculture, often linked to carbon dioxide emissions, holds the transformative potential to play a pivotal role in combatting climate change by becoming a significant CO<sub>2</sub> sink. This potential transformation hinges on soil carbon sequestration, a process where carbon dioxide is removed from the atmosphere and stored in soil as stable organic matter over long periods.

Embracing regenerative agriculture involves the implementation of practices that not only enhance the soil's capacity to capture atmospheric CO<sub>2</sub>, turning it into organic matter, but also bolster soil regeneration. This, in turn, leads to increased soil fertility, improved erosion resistance, and better water retention capabilities—key elements for climate change adaptation.

At Mallorca Preservation, we emphasize the need for practical and locally tailored approaches to adopting these regenerative practices. Our focus includes techniques that align with Mallorca's specific context, such as integrating pasture and woodland management—iconic aspects of our landscape. We advocate for establishing permanent pastures, holistic livestock management, utilizing bio-indicator plants, and applying green manures, among other practices. It's crucial to ensure that farmers have the support necessary to transition toward more sustainable methods that not only counter climate change but also safeguard biodiversity.

With these goals in mind, we introduce **"Mallorca Produce"**, an initiative aimed at unifying and bolstering various agricultural regeneration and local food production projects across Mallorca. Our objective is to act as a catalyst for environmental preservation and climate change mitigation, setting a new standard for how agriculture can positively impact our environment.





**Aina Calafat, SEAE (Sociedad Española de Agricultura Ecológica y Agroecología):** *"The organic farming sector has consistently been at the forefront of enhancing the agri-food chain, continuously endeavoring to bolster its sustainability across all aspects".*



**Andreu Adrover, Associació de Varietats Locals:** *"The conservation of sweet acorn holm oak varieties represents a significant achievement in the restoration of cultivated biodiversity and the preservation of Mallorca's cultural and gastronomic heritage. The Association of Local Varieties is dedicated to the propagation of these varieties by employing the grafting technique".*



**Nofre Fullana, APAEMA (Associació de la Producció Agrària Ecològica de Mallorca):** *"We are on track to achieve 20% of our usable agricultural area being organic. This achievement positions us among the leaders in Europe. While we may not be the first or second, we stand as the third or fourth in terms of organic agriculture prevalence on the continent".*



**Magda Adrover, APAEMA (Associació de la Producció Agrària Ecològica de Mallorca):** *"The Regenerative Agriculture project is crucial for obtaining verified information and adapting traditional livestock farming practices to a new climate scenario".*



## REGENERATIVE AGRICULTURE

Regenerative agriculture applies techniques that promote sustainability, improving biodiversity and soil health. Essential against climate change, it facilitates carbon absorption, with grasses and woody crops key to accumulating organic carbon. Mallorca Preservation and Camper promote training in these practices, with courses for farmers and landowners, coordinated by APAEMA, focused on adopting regenerative methods.



23 members of APAEMA have undertaken visits to regenerative farms in Cataluña to enhance their understanding.



20.500 € granted in 2023.



## ECOHUB

Creation of a collection and processing centre for organic products in Mallorca, with areas for supply and logistics (cooperative Pagesos Ecològics) and for processing services (APAEMA), on a 14,000 m<sup>2</sup> estate. It will promote development, experimentation and training in ecological, agro-ecological and regenerative agriculture, focusing on sustainability and adaptation to climate change.



A 14,000 m<sup>2</sup> plot of land has been purchased for the construction of a multifunctional logistics center.



20.000 € granted in 2023.



## SWEET ACORN HOLM OAKS

The project aims to establish a nursery for holm oaks that have been grafted with sweet acorn varieties, a venture identified by the Associació de Varietats Locals de Mallorca. This initiative seeks to adapt agricultural landscapes to enhance their resilience against climate change. It focuses on providing shade for wildlife, capturing carbon dioxide, and enhancing the value of the holm oaks' fruit.



200 sweet acorn holm oaks have been successfully grafted, and five grafting courses have been conducted.



6.325 € granted in 2023.



## WARNING STATIONS

Implement a warning system using predictive models to prevent crop pests and diseases, achieving a significant reduction in input use and a 30% decrease in damage. The introduction of soil monitoring tools and weather data analysis optimises water consumption on farms, improving crop productivity and reducing their water footprint.



Installed 2 physical stations in Porreres and Santa Eugènia, and 2 virtual stations in Pollença and Son Ferriol. 15 warnings issued; 7 pests controlled.



5.100 € granted in 2023.



## 'MALLORCA EN FRUIT'

Promoting the planting of rainfed trees in Mallorca is essential for revitalizing the island's mosaic landscape, which plays a significant role in adapting to climate change. The use of local tree varieties enhances water efficiency, offers shade, yields fruit, sequesters carbon, and maintains the island's unique identity. It is crucial to monitor and care for these trees, ensuring their survival and environmental benefits.



,029 rainfed trees have been planted, with an estimated capture and retention of 1,000-1,500 kg CO<sub>2</sub> / year\* depending on species and climatic conditions.



33.500 € granted in 2023.

## Biofilm

*"Organic farming requires tools that simplify the daily tasks of farmers, enabling them to remain competitive in the market. Biofilm is one such indispensable tool that additionally benefits the environment positively".*



**Miquel Serra**  
Project Coordinator



# Reducing the use of plastic in agriculture

Plastic pollution represents a substantial global challenge, particularly affecting sectors like agriculture, which, since the last century, has embraced the use of plastic mulch to boost agricultural production. Although this practice has been beneficial in enhancing crop growth conditions, it concurrently generates enduring plastic waste. This waste eventually breaks down into microplastics, posing significant environmental risks.

In light of this, Mallorca Preservation, together with APAEMA, has led a shift toward **more sustainable agricultural methods** among organic farmers in Mallorca. This initiative has concentrated on substituting conventional plastic mulch with a 100% biodegradable alternative made from potato starch, a transition funded by Mallorca Preservation. This shift has resulted in a notable 43.4% cost reduction related to the use of biodegradable materials.

The initiative has engaged approximately 20 organic farms, which have collectively replaced over 548 kilometers of plastic mulch with this GM-free, biodegradable alternative, thereby preventing the disposal of around 10,293 kilograms of plastic. The overwhelmingly positive response to this initiative has encouraged numerous farmers to make a permanent switch away from conventional plastic mulch, opting instead for more eco-friendly agricultural practices.

## Goals:

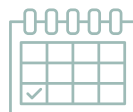
- Reducing plastic pollution in agriculture.
- Promoting sustainability within agricultural practices.
- Implementing biodegradable alternatives to plastic mulch.

## PARTNER ASSOCIATIONS



**12.368€**

granted by MAPF.  
\*2.565€ in 2023.



**2019-present**  
project period.



**10.293 kg**

of plastic have been avoided and replaced by biodegradable film.



**18**

eco-farms have benefited from the aid.





# ENVIRONMENTAL 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 of plastic for Iris

*"We want to bring nature closer to young people, at the same time as they learn about the problem of plastic, inviting them to think about things they can do in their field of action. We must remember that we are part of nature, and the best way to do this is to spend time in nature to value it, and thus value ourselves more".*



**Alba Carbonell y Álex Mur**  
Project Coordinators





# Iris project: Kilometres of plastic for Iris

The "Kilometres of Plastic for Iris" initiative is a proactive effort engaging the youth of the Balearic Islands in combating plastic pollution, inspired by Iris Annabel Goldsmith's enduring legacy. Iris, the daughter of our founder, tragically lost her life at the tender age of 15 in an accident on her family's farm. Renowned for her profound love and connection with nature, Iris was dedicated to preserving natural environments. She consistently motivated others to remove litter from any area before departing.

This project, in collaboration with Menorca Preservation, Ibiza Preservation, Mallorca Preservation, Conservation Collective, and organized by YouSocial Volunteer, mobilizes young individuals, referred to as "0 Plastic Warriors," to take part in environmentally conscious nature walks alongside friends and family. These walks aim to foster a dialogue on strategies to mitigate plastic pollution on their respective islands.

A pivotal component of this initiative is the Km of Plastic for Iris contest, where participants form teams to craft and present a "1 minute for your island" video, highlighting innovative approaches to tackle microplastic pollution. The victors are granted an extraordinary chance to join the crew of the sailing vessel Tooftevaag, working closely with marine experts in marine conservation efforts.

Thirteen winners were afforded the opportunity to accompany the crew of the "Alnitak" sailboat, dedicated to scientific research, for durations ranging from one to seven days across the Balearic Islands, engaging in various conservation tasks. The participants who covered the most distance were additionally offered the chance to experience kayaking. Following this, 21 participants were selected to partake in the international Iris Project competition to actualize their proposals.

## PARTNER ASSOCIATIONS



**22.600€**

granted by MAPF.  
\*9.525€ in 2023.



**2021-present**

project period.



**1190**

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



**+15.000 Km**

routes among all the young people who have participated in the three islands in 2023.

## EcoYouth

*"Implementing an environmental education project is immensely rewarding, as it enables us to impart the critical importance of safeguarding our environment directly, fostering opportunities for active involvement. Engaging younger generations in such projects is crucial for the preservation of nature on the island".*



**Irene Wagner**  
Project Coordinator



# Environmental education in schools

The "EcoYouth" Project, spearheaded by Mallorca Preservation, sets its sights on equipping young individuals with the requisite knowledge and skills to emerge as proactive proponents of environmental change, leveraging a blend of educational and hands-on activities.

A highlight of the project is the immersive visit to a beekeeping center operated by Fundació Vida Silvestre Mediterrànea. This encounter plunges students into the captivating universe of bees, shedding light on the indispensable role these pollinators play in sustaining ecosystems. Participants are afforded a rare glimpse into the intricacies of hive life, delving into the honey production process and understanding the critical contribution of bees to our natural world.

Moreover, the initiative is keen on democratizing these enriching experiences, catering not just to private schools with the means to fund their participation but also extending these opportunities to underprivileged institutions. This inclusive approach champions the cause of equality, ensuring that for every student from an affluent background who partakes in the program, an equivalent chance is given to a peer from a less advantaged school.

At its core, EcoYouth is driven by the ambition to cultivate a well-informed generation, dedicated to environmental stewardship, underscoring the pivotal role of education and collective effort in paving the way for a greener tomorrow.

## Goals:

- To impart knowledge on bee biology and their indispensable role in pollination.
- To heighten awareness regarding the predicaments faced by pollinators and their significance to biodiversity.
- To champion accessibility and inclusivity, ensuring students from diverse educational backgrounds can partake in these experiences.

## PARTNER ASSOCIATIONS



**1.226€**

granted by MAPF.



**2023-present**

project period.



**65**

students from IES Son Cladera and Rafa Nadal School have participated in the beekeeping workshop.



**2**

schools benefited from environmental education activities.

## Sustainability Observatory

*"As Lord Kelvin's assertion from two centuries ago that "what you don't measure doesn't exist," the Sustainability Observatory is dedicated to quantifying the environmental 'waterline'—essentially, the ecological boundaries—of Mallorca".*



**Marc Masmiquel**  
Project Coordinator



**AGENDA**  
**2030**

# Environmental Sustainability Observatory

The Environmental Sustainability Observatory of Mallorca, spearheaded by the Mallorca Preservation Foundation with financial backing from Banca March, endeavors to deepen the understanding of the island's sustainability status through meticulous data collection and analysis.

This initiative has scrutinized an extensive array of Sustainable Development Goals (SDGs), encompassing Zero Hunger, Health and Wellbeing, Clean Water and Sanitation, and Affordable and Clean Energy, among others. The project's analysis is anchored in over 50 specific indicators, covering a spectrum from water use and green production to water resource management, tourism, and mobility.

The adopted methodology affords a holistic and nuanced insight into the sustainability challenges and opportunities on Mallorca, marrying considerations of eco-friendly economic growth with the conservation of biodiversity and the fostering of resilient communities.

Underpinning the project is the expertise of 17 scientists and specialists from esteemed entities such as the CBPAE, UIB, and GOIB. This cross-sectoral collaboration among academic, governmental, and civil society stakeholders underscores the thoroughness of the project's analytical efforts.

Goals:

- To furnish a comprehensive and accurate portrait of Mallorca's environmental landscape through objective and empirical data.
- To democratize access to this information, thereby catalyzing increased public engagement and action on sustainability matters.

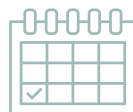
## PARTNER ASSOCIATIONS



OBSERVATORIO  
DE SOSTENIBILIDAD  
MEDIOAMBIENTAL  
DE MALLORCA



**20.000€**  
granted by MAPF.



**2023-present**  
project period.



**17**  
experts were  
consulted to cross-  
check information  
from a variety of  
sources.



**+50**  
indicators belonging  
to the different SDGs  
have been studied to  
develop the  
Sustainability  
Observatory.



MARE 2023  
Alex Morell





Ruben Casas

# 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.

## Son Torrella Project

*"The Son Torrella project can be considered a pioneering initiative in the Balearic Islands in which private initiative promotes actions aimed at conserving the natural and cultural heritage of the Serra de Tramuntana, through the promotion of environmental education, training and research. And all of this with the unconditional support of the Mallorca Preservation Foundation, to whom we are extremely grateful for their trust".*



**Joan Juan**  
Project Coordinator





# Forestry management at the Finca Son Torrella

The **Serra de Tramuntana** is grappling with the abandonment of mountain agriculture, a development that poses severe consequences like erosion, biodiversity loss, increased risk of wildfires, and other detrimental effects. Moreover, the decline of holm oak forests, designated as Natural Areas of Special Interest, is exacerbated by climate change and threats such as forest pests, including the capricorn beetle (banyarriquer), and the proliferation of wild goat populations. These challenges gravely endanger the equilibrium of the region's ecosystem.

In response, **the forest management initiative at Son Torrella**, situated in the iconic Serra de Tramuntana, emerges as a beacon of hope. Backed by Mallorca Preservation and in partnership with Tramuntana XXI, the project is committed to the revitalization of traditional farming practices and the alleviation of adverse impacts on the landscape and its biodiversity. Son Torrella, renowned as Mallorca's highest estate, now epitomizes the proactive and sustainable preservation of holm oak forests through forestry practices, pest control, and the replanting of holm oaks.

The project has successfully managed seven hectares of pine and holm oak forest, incorporating reforestation, fire prevention techniques, and selective logging of pest-afflicted trees. The biomass generated from these activities has been repurposed for soil enhancement and as a heating resource for a future environmental education and research facility.

## Goals:

- To reverse the decline of holm oak groves in the Serra de Tramuntana.
- To avert forest fires within the region.
- To manage forest pests, specifically the capricorn beetle - 'banyarriquer'.
- To showcase the project's success and inspire similar conservation efforts in other natural areas.

## PARTNER ASSOCIATIONS



**20.000€**  
granted by MAPF.



**2023-present**  
project period.



**7ha**  
of managed pine and  
holm oak forest.



**1**  
tractor that improves  
the efficiency of  
forest management.

## Wetland restoration

*"Thanks to the support of society and public institutions, we are creating new opportunities for wetlands. From the participatory design of measures, through institutional support, volunteering and political governance, to securing funds for their implementation. Now is the time to commit to wetland restoration in Mediterranean islands such as Mallorca".*



**Carlota Viada**  
Project Coordinator



# Restoration of damaged wetlands

Over the past century, the Mediterranean's wetlands have faced widespread destruction and degradation, leading to the loss of invaluable wildlife habitats and the depletion of crucial natural resources. Yet, there is optimism for these regions, as the opportunity for their renaturation and restoration emerges. The initial steps involve identifying wetlands that are prime candidates for restoration and fostering the development of restoration initiatives.

Specifically, the wetlands of **S'Estany des Ponts and Maristany**, among the largest lakes within the vast wetland complex of the Bay of Alcudia and linked to the Albufera de Mallorca, have experienced significant impact. The advent of mass tourism in the early 1970s initiated a wave of urbanization that wreaked havoc on these natural habitats. Consequently, these areas have endured profound degradation and neglect.

Presently, these wetlands are among the most severely affected by environmental degradation. Acknowledging the vital ecological significance of wetlands, Mallorca Preservation has supported WWF since 2020 in efforts to rejuvenate these ecosystems, aiming to restore their biodiversity and ecological functionality. This undertaking enhances and supplements existing wetland restoration efforts in the Balearic Islands carried out by WWF, including projects financed by the MAVA Foundation and notably the RestaurAlcudia project. This initiative, part of the Call for the promotion of urban river ecosystem restoration (co-funded by the Biodiversity Foundation and PRTR Next Generation EU), involves collaboration with Alcudia Town Council and the University of the Balearic Islands.

## Goals:

- To pinpoint wetlands that should be prioritized for restoration.
- To rehabilitate degraded habitats.
- To revive native breeding bird populations.
- To foster new educational and awareness initiatives.

## PARTNER ASSOCIATIONS



**25.000€**  
granted by MAPF.



**2020-2023**  
project period.



**10**  
wetlands identified and characterised as having a high potential for restoration.



**+200**  
people, including students, participants in workshops to design the project and volunteers, have been involved in the project until 2023.

# EVENTS 2023

Presented our work to the CAEB community.



The MAPF Family embarked on a visit to Ariant Finca to observe the Black Vulture project firsthand.



Celebrated receiving our second Essentially Mallorca award this year.



Launched our 'Welcome! Perhaps' campaign.



Conservation Collective gathering in Corfu, uniting members from all our sister foundations.



Honored with our first Environmental Award by Onda Cero Mallorca.



Successfully removed over half a ton of waste during the clean-up at the s'Estany des Ponts wetland.



Celebrated the young '0 Plastic Warriors' of the Kilometres of Plastic for Iris competition, as they enjoyed their reward.



The MAPF Family conducted a visit to the Son Torrella Forest Management project.



Release of several nursehound hatchlings at El Toro and Islas Malgrats.

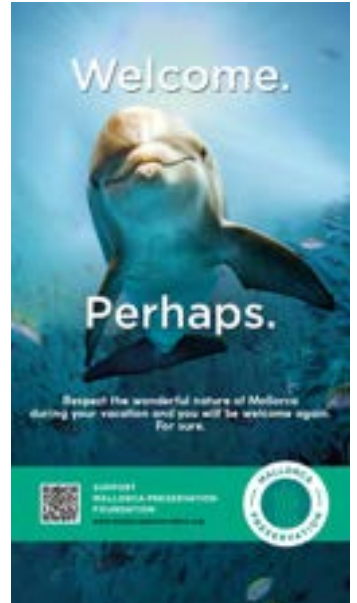
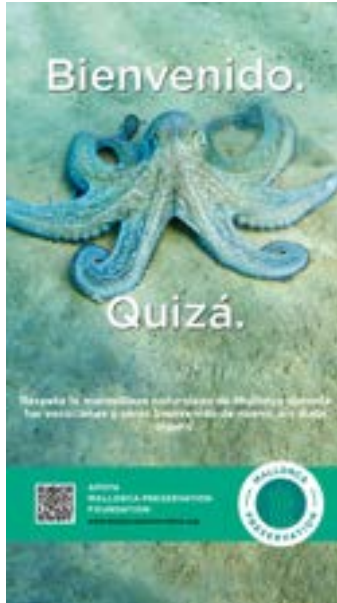


# CAMPAIGN 2023



## +200.000

Press, advertising campaigns, web and social media impacts



In collaboration with



*\*Special thanks to Diego Ricchuti and the team at Mullen Lowe Italia for creating the campaign.*

# What can I do to ensure a warm welcome upon returning to the island?



#ForResponsibleTourismMallorca



Minimise the use of single-use plastics, such as water bottles and bags. Instead, bring along a **reusable water bottle and cloth bag** to reduce unnecessary waste.

Before your visit, locate water sources or refill points in the areas you plan to explore. You can find a helpful map of these locations at **CLEANWAVE APP**.



**Consume local and organic produce** from farmers' markets and establishments that actively promote sustainable agriculture.

Opt for **sunscreens that are free from harmful chemicals**, which can have damaging effects on the marine ecosystem.



**Respect the coastal ecosystem** by not taking souvenirs like shells or stones from the sea. These items are vital components of the delicate coastal environment.

Keep in mind the correct disposal of waste using the designated bins. Consider carrying a small bag to **collect your own rubbish** during your outings, ensuring a cleaner environment.



Practice **responsible consumption** by using water sparingly and turning off lights, air conditioning, and other electrical appliances when leaving your accommodation. Utilise natural light and ventilation whenever feasible.

Contribute to reducing carbon emissions by considering alternative means of transportation, such as **cycling or utilising public transport**, to explore the island.



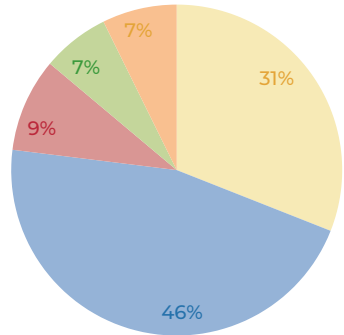
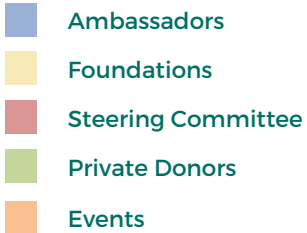
Lead by example and inspire fellow travellers to adopt responsible and sustainable practices during their visit, thus **creating a positive impact**.

**Make a positive impact** on the island's conservation through a donation to Mallorca Preservation! [mallorcapreservation.org/donate/](https://mallorcapreservation.org/donate/).



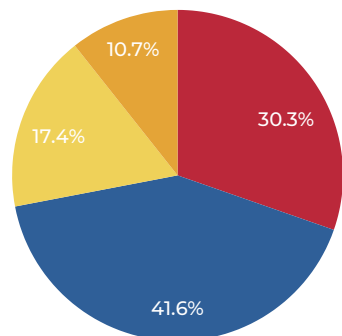
# FUNDING

## GRANT SOURCES 2023



Total income in 2023: 382.237€

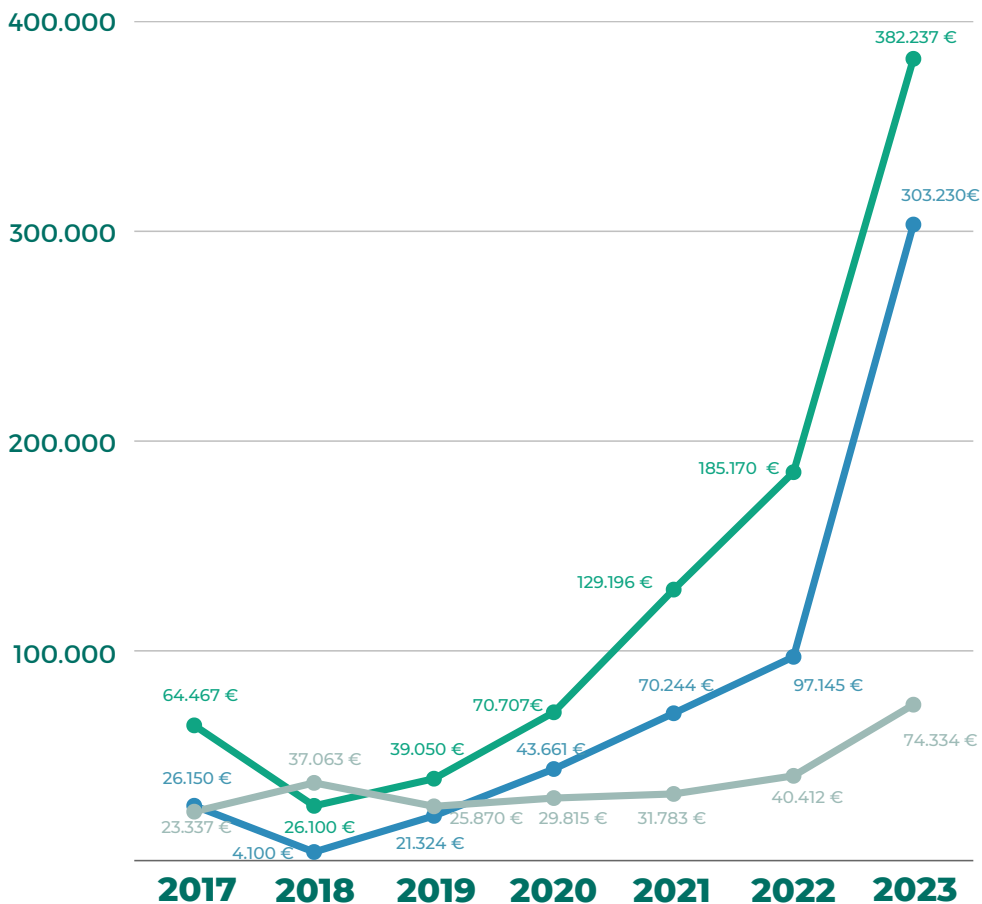
## GRANTS FOR LOCAL PROJECTS 2023



Total amount of grants allocated to local projects in 2023: 303.230€



## 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.



### AMBASSADORS

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@mallorcapreservation.org](mailto:ana@mallorcapreservation.org)

### PRIVATE DONORS

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/](http://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€

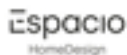
Individuals, companies, and organisations can play a significant role in our work. If you're interested in supporting us, please contact: [ana@mallorcapreservation.org](mailto:ana@mallorcapreservation.org)

TOGETHER WE CAN MAKE A DIFFERENCE!

ENGELVÖLKERS



GALLERY RED



XOJAY



IN PALMA



**JOIN NOW BY SCANNING THE  
QR-CODE**



**#HELP US TO PROTECT OUR ISLAND**



[WWW.MALLORCAPRESERVATION.ORG](http://WWW.MALLORCAPRESERVATION.ORG)



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