

Environment secretary Daisee Aguilera was joined by spokespeople for the newly formed Plastic Free Formentera platform, Qué Celeste association and other companies and partnering entities in leading a morning presentation of World Cleanup Day, the largest initiative of its kind ever and one which is scheduled to take place on Saturday, September 15.

World Cleanup

The World Cleanup movement started in Estonia in 2008 when fifty thousand people cleaned the entire country in just five hours. Since then the action model “A country in a day” has toured the globe, becoming one of the world's fastest spreading popular movements.

A subset of the World Cleanup movement called “Let's do it” purports to raise awareness about waste and plastics and promote alternatives. Local organisers have described the initiative as “about opening people's eyes about the waste in our surroundings and doing our part, however small, to educate ourselves and search for a solution”.

How to get involved

Anyone interested in participating should contact plasticfreeformentera@gmail.com ,visit the “Plastic Free Formentera” Facebook page, or send a Whatsapp message to coordinator Mikel Gabarain at 667 520 873.

Participants, who may assemble their own cleaning team or join another one in existence already, must congregate at one of the meeting points. There, from 10.00am to late in the afternoon, they will be given bags, gloves and informational material.

To collaborate, smartphone users can also download the Línea Verde app in order to pinpoint spots in need of a cleanup ahead of Saturday's get-together. The goal is to create a map that organisers can use as they decide on where to dispatch groups.

Meeting places
The day, which has been organised to allow for activities all over the island, includes a range of hours, to let everyone take part who wants the opportunity to do so.

• Capella de sa Tanca Vella, Sant Francesc, at 10.00am.
• Cala en Baster, at 10.30am. (Associació de Veïns Illa de Formentera)
• Insotel Formentera Playa, at 12 noon. (Be Blue by Trasmapi)
• Platja d'es Pujols, at12 noon. (Associació Qué Celeste)
• Cala Saona, at 5.30pm. (Formentera Walking)
• És Calo de Sant Agustí, at 6.00pm. (Disfruta Formentera)
• Neteges del fons marí a s'Espalmador; horari a consultar a Vellmarí i Formentera Divers. (For small groups. Registration required.)
• La Mola lighthouse, Sunday September 16 at 11.00am. (Penjats de Formentera, closed group.)

The meeting points will feature informational displays at the island's most famous beaches. Cleaning kits and "Let's do it Formentera" instructions will also be handed out.

To show the world the kinds of actions being taken on Formentera, Plastic Free Formentera and Qué Celeste encourage everyone to photograph their group's cleaning operations with the hashtags #plasticfree, #worldcleanupday and #letsdoitformentera.