At midday today, the former plenary hall of the Formentera Council played host to the launch of an initiative, Be Blue, that encourages islanders to toss their used cans and plastic bottles into any one of five stations on the island in exchange for points towards prizes.

The presentation was overseen by the Council's environment secretary and a spokesperson for the Be Blue project, Daisee Aguilera and Maria Vecino, as well as a number of the project's design, production and assembly specialists.

In Aguilera's words, Be Blue is about “showing islanders that litter is worth something”. “Keeping materials like paper, glass and plastics out of the bin means reducing the amount of material in the landfill”, said the secretary, “which in turn means slashing the bill footed later by the whole island”.

Maria Vecino described the impetus behind the initiative as twofold: incentivising recycling among Formentera's visitors and residents, and “getting commitment from Be Blue's participating businesses that they will match total points with a donation to Save Posidonia Project”.

Recycling stations

Islanders can recycle for points at the following locations:

• Carrer Sant Jaume, 28, on the school-side pavement (Sant Ferran).
• La Mola highway at km 6.2, opposite Ophiusa supermarket (Sant Ferran).
• Avinguda Vuit d’Agost, 90, opposite IES Marc Ferrer (Sant Francesc)
• Avinguda Miramar, 49, opposite the tourist information point (Es Pujols)
• Avinguda 8 d’Agost, 10, Sa Senieta car park (Sant Francesc)

How the system works

All five machines work in the same way and will only accept cans or plastic bottles. Users must insert objects one at a time and, when finished, press a green button to obtain a ticket indicating their points earned. Each recyclable can or plastic bottle is equal to one *eco-punt*.

Recyclers can cash in points for prizes, included in a catalogue available at www.formenterabeblue.com. Points can be redeemed at Sant Francesc and La Savina's offices of tourism, the department of environment (conselleria de Medi Ambient) in Sant Ferran, and at Vell Marí in La Savina.