“Glass for Posidonia” (Vidre per Posidònia) aims to bring football club players on board with glass recycling, developing awareness about why it’s important for the environment and for the effort to stop climate change

Saturday 7 March, 9.00am to 5.00pm, Plaça de la Constitució, Sant Francesc.

Formentera, 7 March 2020 | Ecovidrio, the non-profit entity responsible for recycling discarded glass bottles, jars and other containers in bins all across Spain has teamed up with the island governments of Eivissa and Formentera and participating town councils on Vidrio por Posidònia. The initiative, whose name translates as “Glass for Posidonia”, engages with young people via street marketing in Ibiza Town, Sant Antoni de Portmany, Santa Eulària des Riu, Sant Joan de Labritja, Sant Josep de sa Talaia and Sant Francesc de Formentera.

Vidrio por Posidonia is for football club players, fans and islanders at large, highlighting the perks and ecological payoff of recycling.

Street marketing will incorporate:

- Joc de la Vidre / Giant Game of the Goose. A new twist on an old favourite; this time, the focus is on glass recycling.
- Ecovidrio display. An educator and six info panels explain how glass recycling happens in Spain and why it’s important to preserve posidonia meadows near the two islands.

All-day street marketing will happen in the following locations:

Monday 2 March at Plaça d’Espanya, **Sant Joan de Labritja**
9.00am-2.00pm & 3.00pm-6.00pm

Tuesday 3 March at Passeig de les Fonts, **Sant Antoni de Portmany**
9.00am-2.00pm & 3.00pm-6.00pm

Wednesday 4 March at Passeig de S’Alamera, **Santa Eulària des Riu**
9.00am-2.00pm & 3.00pm-6.00pm

Thursday 5 March at Plaça Església de Sant Jordi, **Sant Josep de sa Talaia**
9.00am-2.00pm & 3.00pm-6.00pm

Friday 6 March at Passeig Vara del Rei, **Eivissa**
9.00am-2.00pm & 3.00pm-6.00pm

Saturday 7 March at Plaça de la Constitució, **Sant Francesc de Formentera**
9.00am-5.00pm

How recycling glass helps the environment
One hundred per cent of the glass that goes into recycling bins is recycled. During the infinite cycle in which recycled glass is used to make new glass containers, none of the original properties of the material are transformed. And, recycling glass allows us to keep landfills smaller.

Glass recycling is a key part of the race to stop climate change. Enlisting crushed glass to make new glass containers means we extract fewer raw materials from the earth, preventing soil erosion and deforestation.

Plus, reconstitution generates minimal CO_2 emissions and saves energy.

About Ecovidrio
Ecovidrio is the not-for-profit entity that manages glass waste recycling in Spain. It started

operations in 2018, one year after the adoption of legislation on packing and packing waste, becoming the managing body behind a recycling model that promises full and fully-accessible service to everyone in Spain. Eight thousand packing companies account for the material dropped off at collection points that make recycling possible.

Ecovidrio is different because of the quality of its bin-based recycling, because we invest in drop-off spots and bins, in projects to expand glass recycling in the catering industry, to mobilise through awareness building and to champion prevention and eco-designed packing.

Based on Ecovidrio’s 2018 estimates, Spain’s recycling rate has gone from 31.3% to 76.5% in the two decades since the year 2000.

Glass recycling is a critical part of sustainable development, transitioning toward an increasingly circular economy and tackling climate change. And glass recycling is key to successfully delivering on the 2030 Agenda and Sustainable Development Goals for Sustainable Cities & Communities (11), Responsable Production & Consumption (12) and Climate Action (13).

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Department of Communications
Consell de Formentera