A presentation was offered today about "Audioguías del Mar Formentera", a smart-phone app aimed at safeguarding Formentera's maritime and fishing history by spotlighting the importance of the environment, ecological values, Xarxa Natura 2000 cultural and historical heritage sites and the marine reserves of Formentera.

The initiative is stewarded by the Society for the Development of Coastal Communities (Soldecocos) and owes to collaboration from the Fundacion Biodiversidad and the Pleamar programme of Spain's Ministry of the Ecological Transition and Demographic Challenge. It is co-financed by the European Maritime and Fisheries Fund and supported by the Llotja de Conil Organisation of Artisan Fish Producers (OPP72), Formentera Fishermen's Guild, Gen-Gob, WWF-Spain and the Consell de Formentera.

App

Available as a download by searching for "Audioguías del Mar Formentera", the app provides details about various itineraries showcasing cultural, natural and maritime-fishing heritage. The itineraries are geo-referenced on a map which boasts historical photographs and audio descriptions enriched with the voices, memory and knowledge of artisanal fishermen, women of the sea, researchers, naturalists and other local figures. "Audioguías del Mar Cádiz" is part of the same project.

Francisco Sobrado, of Soldecocos, stressed that the initiative is about "putting the spotlight on good environmental practices and the ecological, socio-cultural and economic values of Formentera's environmental and ethnographic maritime-fishing heritage by engaging the island and our visitors in its promotion and preservation".

Councillor of Rural Affairs Josep Marí shared his satisfaction at seeing the launch of "so comprehensive a showcase for traditional Formentera culture", a feature Mari said owed to contributions from the local fishing sector. The app is available in Catalan, Spanish, English and Italian, and will be promoted across tourist information channels to reach the island's visitors as well.

Plaques with a QR code linking to the download have been placed in an array of locations around the island to ensure islanders can learn about the app. Iván Pérez Marí, Chief Skipper of Formentera Fishermen's Guild, said he was "glad to see developmment of an initiative that recognises the work, tradition and heritage that fishing represents". Also on hand at the gathering were Vice President and Councillor of Tourism Alejandra Ferrer, Councillor of Environment Antoni Tur, Gen-Gob's Marià Marí and via videoconference, José Luis García Varas, Head of WWF Spain's Marine Programme.

Documentary

The overarching project seeks to develop a plan to disseminate fishing heritage and, to that end, includes "Paisatges i memòries del litoral" (Landscapes and memories of the coast), a documentary video following local fishermen who embody maritime lifestyles, maritime-coastal heritage and protected marine areas with a keen eye on the sites of Xarxa Natura 2000.

A free public screening of the documentary is scheduled today at 7.30pm in the assembly hall (sala d'actes) of the Consell. No reservations are required. All current public health protocol will be enforced. As part of the initiative, a documentary about Cádiz has been made as well.

Members of the local fishing industry were invited to a training session on the app to ensure it is the protagonists themselves, the fishermen, who drive the app's promotion.

See below for links to the audio-guides and documentaries.

AUDIOGUIDES OF THE FORMENTERA SEA (AUDIOGUÍAS DEL MAR FORMENTERA)

Android
https://play.google.com/store/apps/details?id=com.soldecocos.formentera

iOS
https://apps.apple.com/us/app/audioguias-del-mar-formentera/id1593399168#?platform=iphone

AUDIOGUIDES OF THE CADIZ SEA (AUDIOGÍAS DEL MAR CÁDIZ)

Android
https://play.google.com/store/apps/details?id=com.soldecocos

iOS
https://apps.apple.com/us/app/audioguias-del-mar-cadiz/id1587883020#?platform=iphone

SHORT DOCUMENTARY ON FORMENTERA

https://youtu.be/rn7-hECeLP0

SHORT DOCUMENTARY ON CÁDIZ

https://youtu.be/wdOblcvLCLY

19 November 2021
Communications Office
Consell de Formentera