



Formentera Council (CiF) president Jaume Ferrer, tourism councillor Alejandra Ferrer, and chair of the Formentera Farmers' Cooperative, Carlos Marí, will attend an awards ceremony celebrating sustainable tourism in the Balearics in 2016. The ceremony is scheduled for 8.00pm in the Baluart museum of contemporary and modern art of Palma de Mallorca.

The Council will be awarded a prize for the best initiative in sustainable tourism for its rural revival project, *Recuperació del camp a Formentera*. The bid to establish a reserve of land is also an effort to promote jobs needed to preserve rural landscapes or return them to their earlier state and jobs in vegetable and livestock farming. Such initiatives, explained President Ferrer, help to preserve Formentera's culture, customs and local identity.

“Preserving and caring for our countryside means working our fields and protecting everything that makes the Formentera landscape unique”, said Ferrer. On Formentera, an island dedicated 100% to tourism, it is absolutely necessary to take clear steps and create incentives to work in the fields and in livestock farming. Such rural revival makes up an important part of sustainable tourism to the extent that it helps preserve our culture, customs and identity, ultimately the reason people visit our island.

The president expressed his thanks for the honorary award, an effort to disseminate, recognise and incentivise best practises in the Balearics, promoting the islands as destination in quality, sustainable tourism.