



Last night in a Madrid hotel, at Condé Nast Traveler's annual award gala, CiF land and tourism councillor Alejandra Ferrer was on hand to accept the travel website's "green project of the year" distinction for Formentera's Save Posidonia Project.

Ferrer pointed out the selection served as an appropriate symbol for the celebration of 2017 as the year of sustainable tourism, and expressed gratitude for an accolade she predicted would help broaden the campaign's reach.

Framing the Save Posidonia Project are two foundational pillars: one, to raise awareness about the importance of the posidonia plant, and two, to secure new donors as part of an initiative to safeguard seagrass meadows. Ferrer put the current level of donations at over €13,000, money that will be used at season's end to drive a project to protect the important plant.

This week saw the unveiling of a video tied to the campaign which, thanks to Facebook, has already reached upward of 250,000 individuals. To Ferrer, the project is a clear statement about the kind of tourist Formentera hopes to attract and a symbol of the island's commitment to sustainability.