The president of the Formentera Council, Jaume Ferrer, unveiled today in press conference the administration's new online agenda, www.agendaformentera.cat. The site hosts a comprehensive directory of activities —organised by the Council or which have benefitted from its support— that are open to the public. The president said the new portal would“bring together all the activities and events the CiF puts on,” encompassing culture, sports, tourism and “programming sponsored by any of the Council's other departments for Formentera residents and visitors.”

Devised to be responsive, the website is also perfectly adapted for smart phones — a use President Ferrer says the Council hopes will catch on. The site constitutes a cross-cutting tool for the Council, whose offices will each contribute information to the agenda and in turn use it for internal operations. Culture councillor Susana Labrador, tourism councillor Alejandra Ferrer and sports councillor Jordi Vidal, who were also at this morning's press conference, painted the offices they head as the site's driving forces.

IT councillor Rafael González was on hand to explain the practical aspects of the agenda. He described the break-down of events by daytime, nighttime, health and sports, kids, weekends and general categories. He also hailed the possibility of accessing the agenda via mobile with an app, called Llançador. The app, noted González, allows for easy sharing of events across social media sites and is equipped with an “intuitive calendar” that promises effortless use.

The programming for the new site was handled by Existalia, an Eivissa firm directed by Juan Carlos Flórez. Flórez was in attendance this morning as well, and Councillor González took the opportunity to thank him for Existalia's work on the initiative. The project had a total cost of 3,000 euros. The councillor of the president's office, Bartomeu Escandell, social welfare councillor Vanessa Parellada and environment councillor Daisee Aguilera, as well as Isidor Torres, the CiF's director, Ana Mateos, the head of PIMEF, the island's association of small businesses, and other CiF staff were also at the launch.