



# Annual report 2024





The Mallorca Preservation Foundation was established in May 2017 with the goal of preserving Mallorca's incredible beauty and environmental quality, transforming it into a model of sustainable management, and achieving lasting positive change.





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# PROLOGUE

## ANA RIERA

*Executive Director*

*"Thank you for making it possible".*



2024 has been a record-breaking year for Mallorca Preservation. Thanks to the support of everyone who has placed their trust in us, we have been able to allocate more than €300,000 to promote conservation projects. Highlights include the 60 farmers who have received advice and training, the 1,400 trees planted, and the 870 students who have participated in environmental education activities. Thank you for making this possible.



## MARCIAL BARDOLET

*President since 2025*

*"We continue to take care of our island. Every step counts".*

Since the beginning of Mallorca Preservation, we have taken the local community into account, giving our support to all those projects that the foundation team takes seriously and where collective responsibility is one of the fundamental pillars.. We want to continue working with the same values, bringing this foundation closer to all people with the firm intention of recovering the connection with our environment and creating a real positive impact on our island.

## HANS LENZ

*President until 2024*

*"We encourage you to protect, regenerate and project the importance of caring for our beloved island."*



After five years it is an honour to pass the baton of the Presidency of Mallorca Preservation to Marcial Bardolet: an excellent person and one of the world's leading experts on Posidonia. The positive impact of Mallorca Preservation is growing and we can all do our bit. We encourage you to protect, regenerate and project the importance of caring for our beloved island.

# MISSION

Preserve the beauty and high environmental quality of Mallorca. Support local initiatives focused on conserving and protecting the marine and terrestrial environment, promoting environmental education, and sustainable development.

# VISION

To create a sustainable future for the island of Mallorca, where the natural environment is protected and preserved and where the local community thrives in harmony with the environment.

# VALUES

Collaboration  
Sustainability  
Consciousness  
Transparency



# WORK AREAS



Biodiversity



Agriculture



Environmental  
education



Marine conservation



Sustainability

# WHO WE ARE

## OUR EXECUTIVE COMMITTEE



MARCIAL BARDOLET



HANS LENZ



JOE HOLLES



FRANCISCO MERCADAL



DREW AARON



BEN GOLDSMITH

## OUR ADVISORY BOARD



JOAN JUAN



PAUL RODWELL



DIEGO RICCHIUTI



MARTIN BESTARD



MARIANA CHACÓN



CHRISTINA SKYTT



# HOME TEAM



## ANA RIERA

Executive Director

*"Mallorca is a natural treasure of the Mediterranean. Our duty is to take care of this wonderful island and improve it for future generations".*



## IRENE WAGNER

Project Manager

*"The loss of Mallorca's natural essence requires our actions to preserve it, and we must involve the population, because what belongs to everyone can only be resolved by everyone."*



## NEBIYAT BERTRAN

Head of Communications and Impact since 2025

*"Taking care of our surroundings is the first step toward living in a more balanced world. Sharing awareness about the various projects being implemented at the local level is vital to raising awareness and encouraging participation".*



## MARIA OLIVER

Head of Communications and Marketing until 2024

*"There's no better place to live than Mallorca! I feel fortunate to have been born on this wonderful island. Therefore, I am committed to giving voice to initiatives that protect and preserve its natural beauty".*

# HIGHLIGHTS

883.883€

allocated to local projects since 2017



8

years working for a more sustainable island



+100

people are part of our MAPF family



27

collaborating associations



7.300

followers on social networks



+20.000

people reached in 2024



# COLLABORATING ASSOCIATIONS

Mallorca Preservation only makes sense thanks to the collaboration with local associations, with whom we work hand in hand to carry out projects that help protect our island.





# OUR GLOBAL NETWORK

## CONSERVATION COLLECTIVE

Conservation Collective is dedicated to creating, funding, and developing local environmental foundations to support the most outstanding and effective conservation projects. We do this with a world-class approach to monitoring, managing, and supporting programs. We believe that people have a natural connection to their environment and that when they feel connected to the places they love, they are more likely to protect them.

The Conservation Collective's global network includes 22 foundations. Its true strength lies in its ability to effectively fundraise and share knowledge and experiences through this network, which maximizes the impact of each project.

## OUR FOUNDATIONS

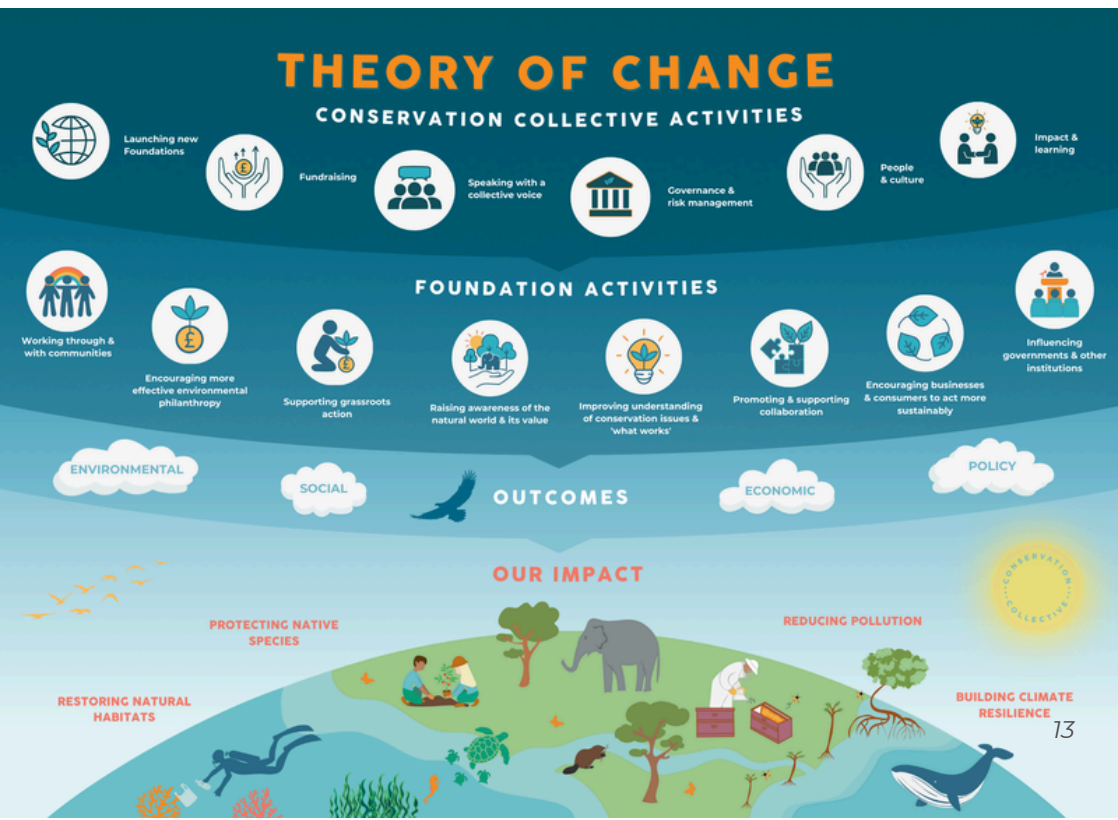


# THEORY OF CHANGE



Conservation Collective's Theory of Change explains how our work generates lasting impact both locally and globally, and how it contributes to achieving our goals in key areas such as restoring natural habitats, protecting native species, reducing pollution, and fostering climate resilience. It details how the activities we carry out at each level (Conservation Collective, local foundations, and grantees) are interconnected and how, together, they generate a range of positive social, economic, and political outcomes. These outcomes include increased awareness and appreciation of the natural environment, the adoption of environmentally friendly practices by public and private institutions, and the protection and restoration of ecosystems.

The Theory of Change provides a clear framework for guiding, measuring, and evaluating the effectiveness of our work, as well as allowing us to communicate it transparently.



# SA NOSTRA

# MAR



© Georgina Torras Jorda

The richness and quality of our coastline is one of Mallorca's main environmental assets, so protecting these waters is essential to us.

The key factor contributing to the high quality of the waters surrounding the Balearic Islands is the presence of *Posidonia oceanica*, a marine plant endemic to the Mediterranean. Posidonia meadows play an important role in sediment dynamics, produce oxygen and carbon sequestration, provide breeding grounds and refuge for various species, and effectively filter and maintain the cleanliness of the waters. For all these reasons, Posidonia meadows are considered the most important habitat in the Mediterranean, its climax community, and the most prominent in the Balearic Islands.

Habitat protection favors the presence of species; therefore, we work to improve the management of marine protected areas, sustainable fishing, and the conservation of vulnerable species.



40.000€  
allocated in  
2024

200.903€  
allocated  
since 2020





**Txema Brotons**

**Cabrera Dolphins project coordinator:** *"We've never known so much about Cabrera dolphins as we have since we started listening to them".*



**Xisca Pujol**

**Treasures of the Sea project coordinator:** *"The greatest contribution of stranding networks to marine conservation is the data obtained from stranded animals. In the Balearic Islands, data has been collected since 1998. Since then, we have had a real-time snapshot of the threats facing marine fauna and their consequences. This data is essential for knowing what we need to protect them from, and where we need to act".*



**Elisa Martínez**

**Calant Xarxes project coordinator:** *"Collaboration with the Balearic fishing sector is key to promoting responsible consumption of local and sustainable fish, reducing illegal fishing, and preserving the Balearic Sea".*



**Debora Morrison**

**Stellaris project coordinator:** *"The "Petits taureons - Accio Stellaris" project is a conservation project that aims to introduce specimens of this species, considered "endangered," into the Balearic Sea to strengthen existing populations that are in decline. This initiative is an example of the effort and involvement of several public and private entities working toward a common goal".*

## IMPACT SA NOSTRA MAR



40

signature whistles of identified dolphins.



393

nursehound sharks born in captivity for introduction into the Balearic Sea.



141

nursehound sharks have been released in protected waters of the Balearic Sea.



576

animals (sea turtles, sharks and cetaceans) have been cared by the Palma Aquarium Foundation team since 2020.



31

fishermen participated in 5 sustainable fishing workshops.



6

national and international organizations collaborate to promote sustainable fishing in the Balearic Islands.

# CABRERA DOLPHINS

The main objective of the Cabrera Dolphins project is to study the bottlenose dolphin population in Cabrera National Park, an important marine protected area in the Balearic Islands. Using passive acoustic techniques, technicians from the Tursiops association identify individual dolphins by their characteristic whistles. This will allow them to determine the exact number of individuals in the region and understand how underwater noise, generated primarily by recreational boating and maritime traffic, affects these cetaceans.

To combat this problem and assess its impact on dolphins, the project is in collaboration with Mallorca Preservation and Cabrera National Park. These organizations provide resources for the installation of hydrophones, the analysis of the collected data, and the dissemination of the results. The project's objectives include identifying and quantifying the bottlenose dolphin population in the area, assessing underwater noise levels, and analyzing how this noise affects the dolphins' presence and behavior.



## COLLABORATING ENTITIES



40.000€  
allocated by MAPF,  
€20,000 in 2024.

40



signature whistles of  
dolphins identified in  
2024.

# TESOROS DEL MAR

Palma Aquarium, a marine park dedicated to ocean preservation and the protection of the Balearic Sea, created its foundation, the "Palma Aquarium Foundation for Environmental Protection," in 2016, with the aim of providing personal and material resources for conservation, education, and research.

In June 2022, the Palma Aquarium Foundation assumed direct responsibility for marine wildlife strandings in the Balearic Islands, as part of the OCEMIB project, supported by the MITECO Biodiversity Foundation, through the PRTR, financed by NextGenerationEU funds.

Mallorca Preservation, aware of the fundamental role the project plays in the conservation of marine ecosystems and the protection of the Balearic Sea, has supported the initiative since 2020 through contributions that have strengthened the work of the Palma Aquarium Foundation.



## COLLABORATING ENTITIES



18.500€  
allocated by MAPF,  
€6,000 in 2024.

119



animals (sea turtles,  
sharks and  
cetaceans) have been  
cared for in 2024.

# CALANT XARXES

The Balearic Islands stand out for their extraordinary marine environment in the Mediterranean, where 14% of the Balearic Sea and 55% of its inland waters enjoy legal protection, significantly contributing to the recovery of fish populations.

In 2020, the Marilles Foundation, with the support of Mallorca Preservation, assessed illegal fishing in the Balearic Islands. To address the challenges encountered, in 2023 they formed the Calant Xarxes Alliance with Menorca Preservation, Ibiza Preservation, Conservation Collective, and Blue Marine Foundation. The goal of this alliance is to promote collaboration between fishermen, government entities, NGOs, restaurants, and consumers to encourage the responsible sourcing of local, traceable, and sustainable seafood, reducing illegal fishing and supporting the sustainability of fisheries in the Balearic Islands.



## COLLABORATING ENTITIES



118.003€  
allocated by MAPF.



31

Fishermen participated  
in 5 sustainable fishing  
workshops.

# PETITS TAURONS ACCIÓ STELLARIS

The nursehound shark is listed as endangered in the Red Book of Balearic Fish. The main threat is accidental capture, mainly by trawling, bottom longlines, and gillnets.

With the aim of promoting the protection of small sharks, a partnership was formalized in June 2021 through the signing of an agreement between the collaborating entities. Since then, within the framework of this pilot project, 393 whinursehound sharks have been born, of which 107 have been released into the wild in the Cabrera National Park, the Toro Marine Reserve, and the Malgrats Islands.

In addition, an awareness workshop on this species was held, attended by 533 children, and a comic book was published, with more than 10,000 copies already distributed.



## ALLIANCE OF ENTITIES



## CONTRIBUTORS



24.400€  
allocated by MAPF,  
€14,000 in 2024.

112



nursehound  
sharks born in  
captivity in  
2024 and 107  
were released  
into the sea.











# SA NOSTRA

## TERRA



The Balearic Islands have a rich biodiversity, home to more than 300 endemic species, many of which are facing a serious threat of extinction.. Each species is a precious treasure, and their loss would be felt not only on these islands, but throughout the world.

To protect these unique creatures, we must conserve and restore their habitats, and thoroughly understand their populations and the threats they face. This knowledge will allow us to take the necessary measures to preserve their habitats, the very basis of their existence. Protecting the island's biodiversity is not only a scientific and technical challenge, but also a social and cultural one. It requires the involvement of all sectors of society, from government and academia to private enterprise and local communities. Everyone has a role to play in ensuring the conservation of these species.

It is a task that requires our utmost attention and care, a responsibility we must assume to ensure its continuity.



6.758€  
allocated in  
2024

41.758€  
assigned  
since 2020



**Carlota Viada**

Coordinator of the WWF Wetland Restoration project: *"Thanks to the support of society and public institutions, we are creating new opportunities for wetlands. It's time to commit to wetland restoration on Mediterranean islands like Mallorca".*



**Ignacio Santiago  
García**

Booted Eagle Project Coordinator: *"Thanks to the support of organizations like the Mallorca Preservation Foundation, we can begin to gather the first data on the movements of young and immature booted eagles from an island population."*

## IMPACT SA NOSTRA TERRA



10

wetlands identified and characterized with a high potential to be restored.



+300

People have participated in workshops to learn about the state and threats to the wetlands of the Balearic Islands.



5

Booted eagle chicks have been tagged to increase knowledge of the species.



+50

km2 of grazing area for tagged chickens, as well as trips to Menorca and Cabrera.

# SMALL WETLANDS

Over the last century, the destruction and degradation of numerous Mediterranean wetlands has led to the disappearance of valuable wildlife habitats and the depletion of essential natural resources. Given this situation and recognizing the crucial ecological value of wetlands, Mallorca Preservation has been supporting WWF since 2020 to revitalize these ecosystems, restoring their biodiversity and ecological functions.

During 2024, several actions were carried out to raise awareness of the importance of small wetlands that require short-term action. The workshop “Parlem de zones humides” was held to share experiences with the conservation and restoration of wetlands in the Balearic Islands, and a forum was organised to incubate new restoration projects, aimed at town councils and other administrations interested in promoting this type of project. In addition, a waste removal activity was organised in the Maristany wetland, one of the first necessary actions in conservation projects.



## COLLABORATING ENTITIES



35.000€  
allocated by MAPF.



+1.600

kilograms of waste  
removed by 25 volunteers  
in the Maristany wetland.

# BOOTED EAGLE

The booted eagle is a species protected at international, national and regional level. However, overestimation of the number of individuals of this species has led to its classification as “Least Concern” on the IUCN Red List of Threatened Species.

This species faces multiple threats, including high juvenile mortality, land use intensification, electrocution, persecution, and habitat destruction. Furthermore, the species is migratory and faces dangers along its route, including direct persecution in sub-Saharan countries and the adverse effects of climate change.

Galatzó and Breogán are two young male booted eagles that are being monitored thanks to the transmitters they were tagged with in June 2024. During these first nine months, we have been able to track their movements to other islands such as Menorca and Cabrera, as well as having travelled over a large part of Mallorca, with the aim of settling near their native areas.



## COLLABORATING ENTITIES



6.758€  
allocated by MAPF.



5

Booted eagle chicks have been tagged to increase knowledge of the species.











# MALLORCA

## PRODUCE



Soil is one of our most precious natural resources, a source of life and wealth. For this reason, we support local and sustainable agriculture, a key activity that, in addition to defining our landscape, contributes great cultural, culinary, and sustainability value to society.

Agriculture is the only sector capable of going from being a CO<sub>2</sub> emitter to a net CO<sub>2</sub> sequesterer, storing carbon in the soil. That is why we want to promote a transition towards regenerative agriculture, turning agriculture into a natural solution to climate change.

“Mallorca Produce” was born out of an initiative designed to encompass and support the multiplicity of agricultural regeneration and local food production projects in Mallorca. Our goal is to be a catalyst in environmental preservation and the fight against climate change.



147.902€  
allocated in  
2024

270.027€  
allocated  
since 2020





**Andreu Vila**

Warning Stations project coordinator: *"These stations represent a technological advance that allows farmers to anticipate and take preventive measures against possible pests or diseases".*



**Andreu Adrover**

Coordinator of the Sweet Acorn Holm Oak Project: *"The main objective of the project is to understand, preserve, and disseminate the different varieties of sweet acorn holm oak".*



**Nofre Fullana**

Ecohub and regenerative agriculture project coordinator: *"We will reach a figure of 20% of the useful agricultural area that will be organic. This puts us at the top in Europe. We are not the first or the second but we are the third or fourth in Europe".*



**Marta Ferriol**

Coordinator of the Mallorca en Fruit and shared machinery project: *"This cultivated biodiversity reinforces the commitment to the recovery of local varieties and the profitability of organic farming. It also favours soil regeneration, reduces erosion and fosters a more balanced ecosystem, providing habitat and food for native fauna".*

## IMPACT MALLORCA PRODUCE



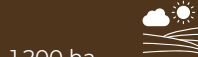
2.429

fruit trees planted, with a capture and retention of around 1,000-1,500 kg CO<sub>2</sub>/year, depending on the species and climatic conditions.



36

Notices issued to control 7 types of pests to 45 farmers.



1.200 ha

of land benefited from training in regenerative practices in 2024.



23

Farmers have received support in regenerative agriculture techniques on the ground.



26

farmers have received training in regenerative agriculture techniques.



42

Farmers optimize the use of irrigation water, saving more than 100,000 tons of water per year.

# WARNING STATIONS

One of the problems facing organic farming in Mallorca is the emergence of fungal diseases in crops such as olive trees, vineyards, and orchards, as well as the limitations imposed by regulations restricting the use of certain products, especially copper. Furthermore, climate change has led to increasing water shortages in the Mediterranean region, which directly affects agriculture and demands greater efficiency in its use.

Implementing an alert system using predictive models to prevent pests and diseases in crops, achieving a significant reduction in input use and a 30% decrease in damage. The introduction of soil monitoring tools and meteorological data analysis optimizes water consumption on farms, improving crop productivity and reducing their water footprint.



## COLLABORATING ENTITIES



10.200€  
allocated by MAPF,  
€5,100 in 2024.



100.000-150.000

tons of water have been saved  
among the 30 farmers  
involved in the project.

# SWEET ACORN OAKS

Grafting sweet acorn-fed holm oaks is a traditional practice in Mallorca, as holm oaks tend to be naturally bitter, and grafting with selected varieties preserves the sweet acorn-fed holm oaks. In other places such as Andalusia or Extremadura, in the pastures where Iberian pigs are raised, the trees grown in that area are traditionally slightly sweeter, making grafting less necessary.

Associació de Varietats Locals of Mallorca is carrying out this project to develop a nursery of holm oaks grafted with sweet acorn varieties. The goal is to add value to this emblematic tree of our environment, adapting agricultural landscapes to make them more resilient to climate change by providing shade, capturing carbon dioxide, and adding value to the fruit of the holm oaks.



## COLLABORATING ENTITIES



15.647€

allocated by MAPF,  
€9,322 in 2024.



1.506

Holm oaks were grafted in  
the 2023-2024 season.

# ECOHUB

The EcoHUB is a collection and processing center for organic products in Mallorca, with areas for supply and logistics (Pagesos Ecològics cooperative) and for processing services (APAEMA), on a 14,000 m<sup>2</sup> property.

This center will promote the development, experimentation, and training in organic and regenerative agriculture, focusing on sustainability and adaptation to climate change. It will also serve as an essential infrastructure for achieving the long-awaited agroecological leap in scale.

So far, the following achievements have been made: the grouping of the eight plots into one, a geological study to determine the soil's materials, a request for drilling to provide water, and a request for electricity.



## COLLABORATING ENTITIES



45.000€  
allocated by MAPF,  
€25,000 in 2024.

1



new marmite for  
making organic  
products



# MALLORCA EN FRUIT

Increasing forest cover in Mallorca requires effective forest management to minimize fire risks and pest proliferation.

However, promoting the planting of rainfed trees in Mallorca is vital, as it revitalizes the mosaic landscape. This landscape generates biodiversity and provides shade, helping to reduce temperatures. Furthermore, trees reduce the risk of erosion, increase water retention and CO2 capture, and provide fruit, promoting agricultural and environmental sustainability.

Mallorca en Fruit is a project that finances the purchase and planting of agricultural trees with the support of APAEMA. Their agricultural use allows for the monitoring and care of these trees, ensuring their survival and environmental benefits.



## COLLABORATING ENTITIES



81.500€  
allocated by MAPF,  
€48,000 in 2024.



1.400  
rainfed trees planted in the  
2024 season.

# SHARED MACHINERY

Implementing ecological and regenerative techniques also means having the appropriate tools and machinery to do so. In many cases, a lack of materials is a deterrent to conversion.

This led to the idea of creating a machinery rental system. APAEMA, with the support of Mallorca Preservation, has begun by finding out how much of this type of machinery is available on the island of Mallorca and how much it can be made available for shared use.

The benefits will be numerous: reduced resource consumption and greenhouse gas emissions, optimized machinery use, and the promotion of sustainable agricultural practices and more efficient technologies, as well as knowledge sharing and the adoption of more sustainable practices.



## COLLABORATING ENTITIES



21.480€  
allocated by MAPF.



40

Machines and tools will be  
available for this service



# REGENERATIVE AGRICULTURE

By adopting regenerative agriculture, a series of agricultural practices are promoted that not only increase the capture of atmospheric CO<sub>2</sub>, transforming it into organic matter, but also encourage soil regeneration, water infiltration and biodiversity. This enrichment of the soil translates into an increase in its fertility, greater resistance to erosion and an optimised capacity for water retention, all critical aspects for adaptation to climate change.

However, experience teaches us that for this transition towards agroecology to be successful, it is essential that farmers receive the support, training and advice that such a profound change in their habits and customs requires. That is why we finance the organisation of courses and advice for farmers, to facilitate this transformation.



## COLLABORATING ENTITIES



96.200€  
allocated by MAPF,  
€39,000 in 2024.



60  
farmers have received  
training and advice in 2024.







# PLASTIC FREE MALLORCA



The main objective of the "Plastic Free Mallorca" project is to significantly reduce plastic use on the island through various initiatives ranging from agriculture to education and and community involvement. This initiative addresses the environmental impact of plastic, but primarily aims to promote more sustainable practices across all sectors of the community.

Plastic pollution is a growing problem in Mallorca, affecting wildlife, soil quality, water, and health. Specifically in agriculture, the widespread use of plastics for various purposes (mulching, greenhouses, packaging, etc.) contributes significantly to the volume of waste harmful to our environment.



36.251€  
destination  
s in 2024

72.242€  
allocated  
since 2019



Miquel Serra

**Biofilm Project Coordinator:** *"Organic farming requires tools that facilitate farmers' daily work so they can be competitive in the marketplace. Biofilm is one of these essential tools that also has a positive impact on the environment".*



Alba Carbonell and Álex Mur

**Coordinators of the Km of Plastic for Iris project:** *"We want to bring nature closer to young people, while they learn about the plastic problem, inviting them to think about things they can do within their field of expertise. We must remember that we are part of nature, and the best way to do that is to spend time among it to appreciate it, and thus appreciate ourselves more".*



Carla Alfonso

**Coordinator of the Natural Space Cleanups project:** *"Waste, especially plastics, that ends up in the natural environment represents a problem that goes beyond affecting us alone. All ecosystems, particularly marine ones, suffer a significant impact. Through our cleanups, we not only seek to remove this waste, but also to raise awareness about this issue among the public".*



Margalida Ramis

## IMPACT PLASTIC FREE MALLORCA

1.640 

Young people from Ibiza, Menorca and Mallorca have participated by proposing ideas for a plastic-free island.

5.100 

cigarette butts removed from the natural environment (each cigarette butt contaminates up to 500 liters of water).

70% 

of the waste collected during clean-up activities is plastic.

23 

Organic farms have benefited from aid to replace plastic with biofilm on their land.

+850 

linear kilometers of plastic mulch have been avoided, equivalent to about 123 football fields.

x2-x3 

Increasing the useful life of plastics used in agriculture by farmers, reducing waste generation.



# BIOFILM

Plastic pollution is one of the biggest challenges worldwide, significantly impacting sectors such as agriculture, which has incorporated the use of plastic mulch since the last century, aiming to boost agricultural production. While this practice has proven beneficial in optimizing crop growth conditions, its use generates plastic waste that ends up fragmenting into microplastics, which are harmful to the environment.

Faced with this situation, Mallorca Preservation, in collaboration with APAEMA, has spearheaded a movement toward more sustainable agricultural practices among organic producers in Mallorca. This involves replacing conventional plastic mulch with a 100% biodegradable alternative made from potato starch. This change is not only beneficial for the environment, but also economically (a 43.4% reduction in costs has been observed) and for the management of the lands that use it, since it is a biodegradable material, so it does not need to be removed at the end of the season.



## COLLABORATING ENTITIES



15.391€  
allocated by MAPF,  
€2,000 in 2024.

23



organic farms have  
benefited from the aid.

# KILOMETERS OF PLASTIC FOR IRIS

The "Plastic Kilometers for Iris" project is an initiative that engages young people from the Balearic Islands in the fight against plastic pollution, inspired by the legacy of Iris Annabel Goldsmith. She was known for her love and connection with nature, as well as her dedication to protecting natural spaces, always encouraging those around her to pick up trash before leaving any space.

This initiative, a collaboration between Menorca Preservation, Ibiza Preservation, Mallorca Preservation, and Conservation Collective, and organized by YouSocial Volunteer, invites young people to participate in mindful nature walks with friends and family. The mission is to encourage the exchange of ideas to reduce plastic pollution on their island by presenting their proposals in various formats and entering a competition in which the teams with the best ideas will receive conservation-related prizes.



## COLLABORATING ENTITIES



**30.615€**  
donated by MAPF,  
€8,015 in 2024.



192

proposals for a plastic-free  
island in video format.

# CLEANING OF NATURAL SPACES

Plastics represent up to 80% of the waste collected on beaches due to their widespread use and low recycling rate. A plastic bottle can take between 450 and 1,000 years to decompose. In the process, it fragments into microplastics (particles smaller than 5 mm) that are widely dispersed in the ocean. These microplastics can be ingested by zooplankton, fish, and birds, affecting both marine ecosystems and our health when they enter the food chain.

Thanks to this initiative, a simple opportunity for action is offered. The sessions not only consist of waste removal, but also primarily involve a subsequent dialogue in which the origins of everything found, the threats to marine biodiversity, and possible solutions to the problems identified are discussed. The entire island community, both local and transient, participates in the activities.



## COLLABORATING ENTITIES



11.236€  
allocated by MAPF.



170

Volunteers have  
participated in all 7  
activities.



# STUDY OF PLASTICS IN AGRICULTURE

Following the success among farmers of switching from plastic mulch to biofilm, and with the aim of expanding the range of replaceable materials, a study was conducted to identify the types, volumes, and life cycles of all plastics used in agriculture.

After interviewing farmers, we have the initial data: up to 7,800 tons of plastic are used throughout the agricultural sector in Mallorca today. However, it has also been found that farmers extend the useful life of all these materials, so not all of this volume becomes waste.

The next step will be to work collaboratively on viable proposals for reducing waste, using innovative practices or replacing it with biodegradable materials, culminating in an Action Plan for the coming years.



## COLLABORATING ENTITIES



15.000€  
allocated by MAPF in 2024.



+7.800  
tons of plastic are  
needed throughout the  
agricultural sector in  
Mallorca.









# AWARENESS



The world and Mallorca face a series of environmental challenges, from climate change to pollution and biodiversity loss. To address these problems, it is essential that society understands the importance of protecting the environment and takes the necessary measures to achieve this.

Environmental awareness and education play a key role in this process, as they allow people to recognize the impact their actions have on the planet. However, simply informing is not enough. To generate real and lasting change, it is necessary to engage people and communities in this effort. This is where effective communication becomes crucial. Through a clear, direct, and compelling message, we can motivate action and foster collaboration in environmental protection.



34.565€  
allocated in  
2024

55.791€  
allocated  
from 2023



Carol Hazas

Coordinator of the Environmental Sustainability Observatory project: *"Mallorca is not the same as it was 30 years ago. Its nature has changed and, in many cases, it has been affected by human pressure and climate change. For this reason, the Sustainability Observatory is dedicated to collecting data and disseminating information on the current environmental status of the island, which is essential to protect its health and guarantee a sustainable future for all".*



Irene Wagner

Coordinator of the Re-Generation and Cine consciente projects: *"Carrying out an environmental education project is very exciting, as it allows us to convey, first-hand, the importance of protecting our environment, creating the opportunity for active participation. Getting the younger generations involved in projects like this is key to the conservation of nature on the island".*

## IMPACT AWARENESS

870



students from 30 schools benefited from one of the activities.

47



Indicators belonging to 9 of the 17 SDGs have been analyzed.

7



Experts invited to round tables to discuss current events in Mallorca through documentaries.



350

documentary attendees with experts.

# ENVIRONMENTAL SUSTAINABILITY OBSERVATORY

The Mallorca Environmental Sustainability Observatory (OSMM) is an initiative led by the Mallorca Preservation Foundation, in collaboration with Banca March. This initiative seeks to improve knowledge about the current state of sustainability on the island through the collection and diffusion of data.

In its development, the project examined a wide range of Sustainable Development Goals (SDGs), such as Zero Hunger, Good Health and Well-being, Clean Water and Sanitation, and Affordable and Clean Energy, among others. This analysis included 47 specific indicators ranging from water consumption and organic production to water resource management, tourism, and mobility.



## COLLABORATING ENTITIES



OBSERVATORIO  
DE SOSTENIBILIDAD  
MEDIOAMBIENTAL  
DE MALLORCA



40.000€  
allocated by MAPF,  
€20,000 in 2024.

47



Indicators belonging to 9  
of the 17 SDGs have been  
analyzed.



# RE-GENERATION

The “Re-Generation” Project is an initiative of Mallorca Preservation, whose main objective is to provide young people with the knowledge and skills necessary to become active agents of change through educational and practical activities.

During 2024, we collaborated with the Cleanwave Foundation and Palma Aquarium, offering a range of activities free of charge to priority education centres in Mallorca. These centres require a special focus due to socioeconomic, cultural or geographical location factors and, therefore, need more resources and specific measures to guarantee inclusive and equitable education. Pupils from 30 primary and secondary schools have been able to take part in environmental education activities that awaken their interest in the environment.



## COLLABORATING ENTITIES



13.226€  
allocated by MAPF,  
€12,000 in 2024.



870

Students from 30 schools  
benefited from one of the  
activities

# CINE CONSCIENTE

To raise community awareness of urgent environmental challenges, to create a space for reflection where the public can learn about environmental problems and solutions, to foster dialogue between experts, filmmakers and the general public and to promote social mobilisation.

With all these objectives in mind, Conscious Cinema was born, a collaboration between EMIFF and Mallorca Preservation, who believe that cinema is a powerful tool for raising awareness. The screening of high-impact environmental documentaries, as well as the presence of experts in each subject, allowed for a discussion of current problems that are also important on the island. In addition, each documentary screened is related to projects that we support from Mallorca Preservation, reinforcing the connection between cinema and local and environmental initiatives.



## COLLABORATING ENTITIES

**Evolution  
Mallorca**  
International Film Festival



2.565€  
allocated by MAPF.



350

documentary  
attendees with  
experts.





# EVENTS



The MAPF Family visited the Son Torrella finca to see the forestry work firsthand.



We were able to enjoy a couple of Depeche Mode concerts as part of our new Plastic Free Mallorca collaboration.



Members of all the foundations belonging to the Conservation Collective met in Devon.



We collected more than a ton and a half of waste in the Maristany wetland.



Belmond La Residencia helped us raise funds thanks to the charity concert they organized.



We organized a series of documentaries: Cine Consciente.



We participate in the II Vuelta a Sa Porrassa in Magaluf.

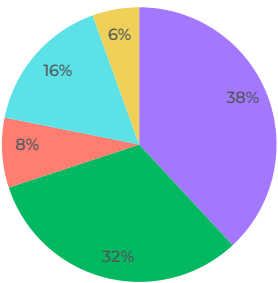
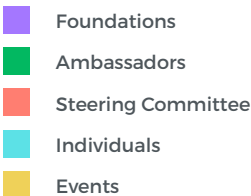


We visited the Son Mut Nou finca, which has more than a thousand different varieties of fig trees.



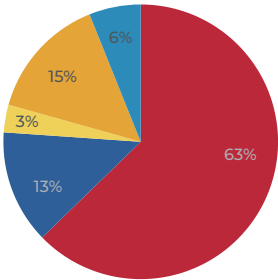
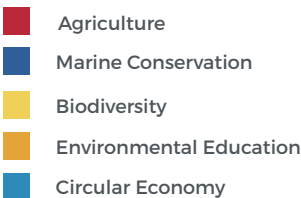
# FINANCING

## DONATION SOURCES 2024



Total income in 2024: €425,452

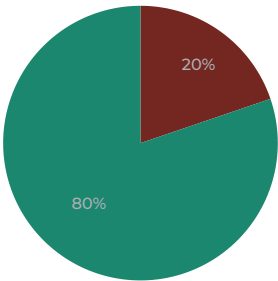
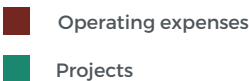
## DONATIONS FOR LOCAL PROJECTS 2024



Total money allocated to local projects in 2024: € 319,218

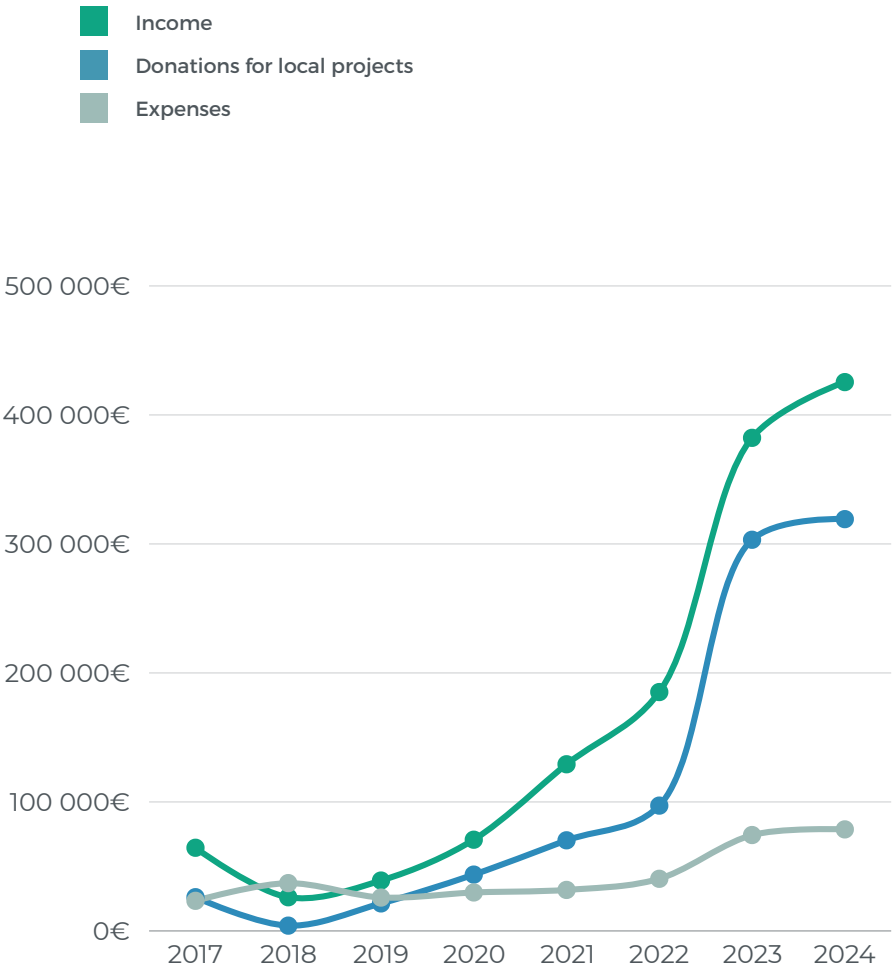
\*A percentage of the expenditure on projects is team dedication

## DISTRIBUTION OF EXPENDITURE 2024





# DONATION HISTORY



# HOW WE FINANCE OURSELVES

## EVENTS

Our ambassadors, individual donors, and supporters organize charity events to raise funds for the Foundation, and match the amount raised. We also organize auctions and other fundraising events.



## CORPORATE DONATIONS

There are three types of corporate ambassador donations, classified as silver, gold, and platinum. If you would like to become an ambassador, please contact: [ana@mallorcapreservation.org](mailto:ana@mallorcapreservation.org)

## DONATIONS FROM INDIVIDUALS

Those interested in supporting our work can make a monthly, annual, or one-time donation by bank transfer or through the website [mallorcapreservation.org/donar/](http://mallorcapreservation.org/donar/).



## 1€ INITIATIVE

Customers of establishments participating in this initiative can contribute to the environment in a very simple way: add 1 euro to the total amount of their purchases, which is automatically reflected on the receipt or bill.

# OUR AMBASSADORS

DO YOU WANT TO BE PART OF OUR FAMILY?



There are several ways individuals, businesses, and organizations can contribute to our work. If you'd like to support us, please contact us: [ana@mallorcapreservation.org](mailto:ana@mallorcapreservation.org)

TOGETHER WE CAN MAKE A DIFFERENCE!

ENGEL&VÖLKERS



GALLERY RED



IN PALMA
















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