



IBIZA PRESERVATION FUND  
**10<sup>TH</sup> ANNIVERSARY**  
2008-2018

2017 / ANNUAL REPORT



The Ibiza Preservation Fund /  
Fundación para la Conservación de Ibiza y Formentera

Registered charity numbers:  
100000000358 (IllesBalears, Spain)  
The Ecology Trust 1099222 (UK)

[ibizapreservationfund.org](http://ibizapreservationfund.org)

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**The Ibiza Preservation Fund (IPF) works towards a sustainable future for Ibiza and Formentera by supporting local environmental initiatives on land and at sea. By preserving our islands' natural beauty and resources, we contribute to the community's well-being and prosperity.**

## **TEN YEARS** OF PRESERVING IBIZA AND FORMENTERA

The IPF was born in 2008 out of concern for the unsustainable development of the islands. Three friends, Will Aitken, Ben Goldsmith and Serena Cook, created the fund to preserve the Ibiza they love and give something back to the island.

Initially supported by The Ecology Trust, a charity established by the Goldsmith family, the IPF became an independent Spanish entity, Fundación para la Conservación de Ibiza y Formentera, in 2015 to grow stronger roots on the islands.

Ibiza and Formentera's popularity as a tourist destination has seen the rapid urbanisation of coastal areas, a growing demand for natural resources such as water, the loss of crucial habitats for threatened species, the destruction of Posidonia meadows, an abandonment of farming and an increase in waste generation and energy consumption.

To address these social and environmental challenges, over the past 10 years the IPF has worked with partners and funded projects to protect the land and sea, commissioned studies to engage the community and promote change, and established alliances to strengthen local voices on critical issues such as oil exploration and water management.

We do this so future generations can also love, enjoy and prosper from Ibiza and Formentera's pristine seas and marine species, fertile soils and landscape mosaics, unique biodiversity and exceptional, natural beauty.

Join us today to make the next 10 years of preserving Ibiza and Formentera an even greater success.

## WHAT WE DO

### **Community**

We work with partners to preserve our natural resources so the local community can prosper and future generations can thrive.

### **Land**

We promote initiatives that preserve the land so it can support a sustainable, lively and productive countryside.

### **Sea**

We support projects that protect the sea's threatened species and valuable resources so our waters remain pristine and full of life.

## HOW WE DO IT

### **Fundraise**

We raise money from people all over the world who care about Ibiza and Formentera's future. Funds are used to support local environmental initiatives.

### **Connect**

We connect experts, local players, communities, not-for-profits, business and public organisations to achieve the best environmental outcomes for our islands.

### **Partner**

We partner with local, Spanish and international organisations to carry out projects to preserve the islands' exceptional beauty and natural resources and promote sustainable alternatives.

### **Champion**

We champion environmental causes and best practices that will better position Ibiza and Formentera for a more sustainable and prosperous future.

### **Change**

We drive the process for change by commissioning studies, facilitating information and participating in conversations to engage the community to support positive environmental action.

# 10 YEARS / IN NUMBERS

**€1,098,000**  
Funds raised

**40**  
Projects funded

**24**  
Partners

**163,000**  
People impacted

**4**  
Oil and gas exploration projects stopped in the Mediterranean Sea

**2**  
Alliances established with local stakeholders – Mar Blava and Water Alliance

**4**  
Major studies commissioned (water, solar energy, carrying capacity, wastewater)

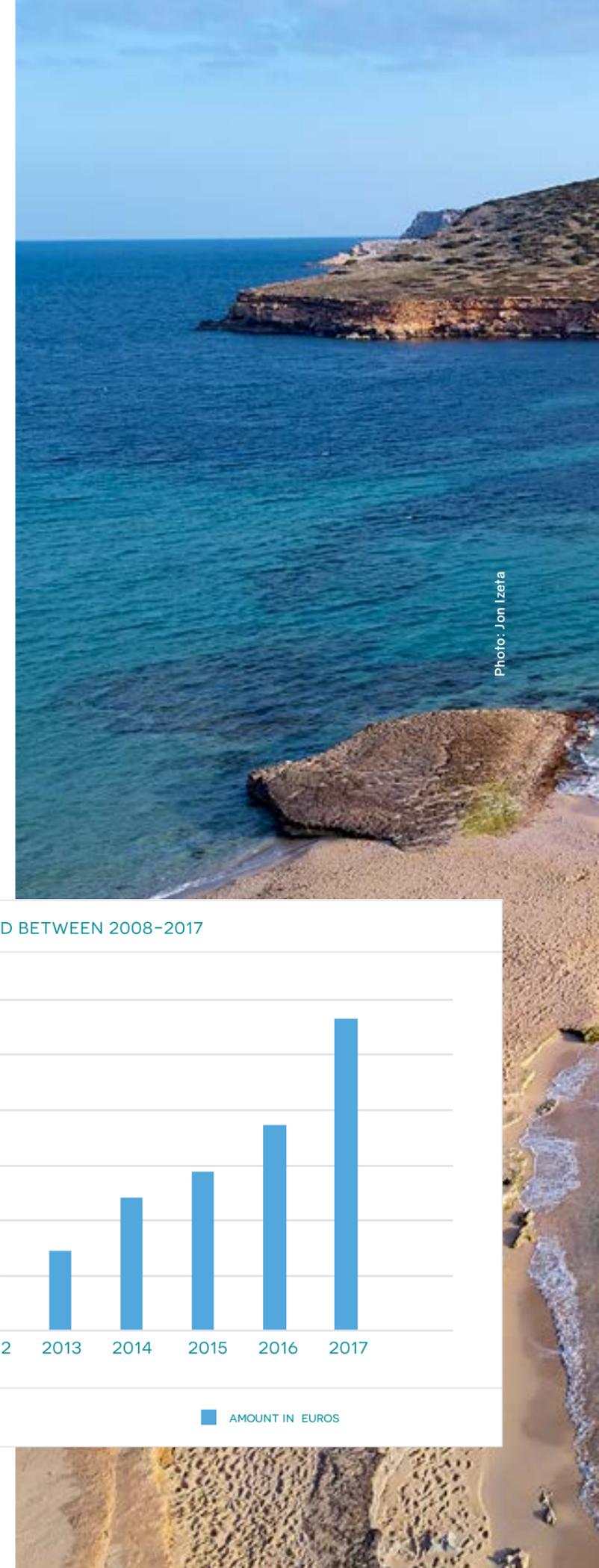
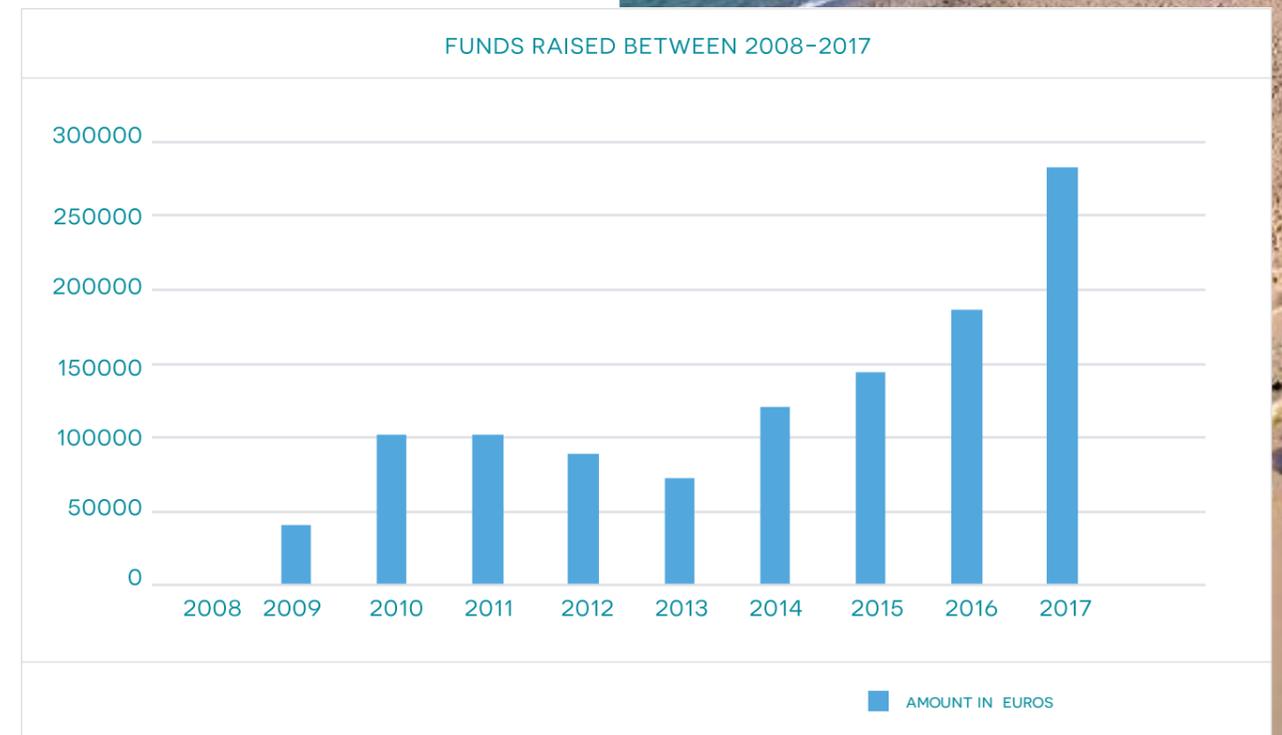
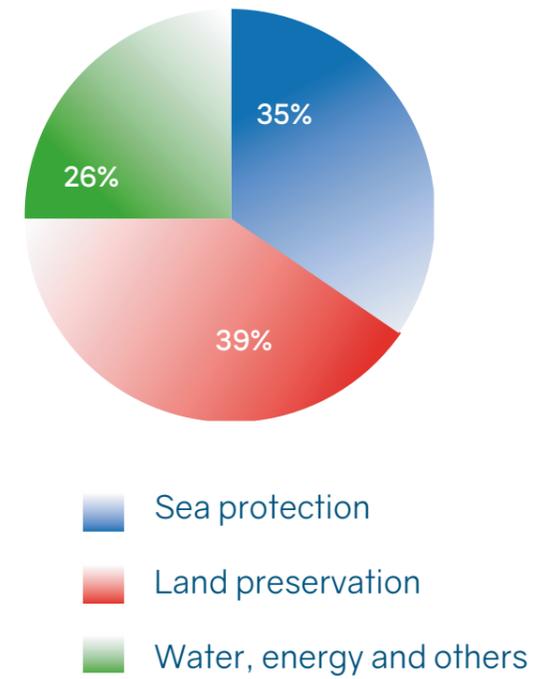


Photo: Jon Izeta

AN IDEA, BORN ON A SUN KISSED  
AFTERNOON AT THE BEACH, TO PRESERVE  
IBIZA'S BREATHTAKING,  
WILD AND UNSPOILT NATURE

## REFLECTIONS FROM THE IBIZA PRESERVATION FUND CO-FOUNDERS



*Serena on Benirras on her first visit to Ibiza in 1997*

### Serena Cook

When I first visited Ibiza in August 1997 I actually camped on Moon Beach, a secret beach in the North of the island only accessible by a dirt track. We arrived at night and when I woke I was astounded by the strikingly untouched, raw beautiful paradise. What also made Ibiza so special and so unique was its all-pervading spirit, a tangible bohemia I had never experienced anywhere else in the world.

I continued to holiday there every year whilst co-founding England's first certified organic restaurant which was far too ahead of its time. I closed the business and spent my first season in Ibiza in 2001 cooking in rental villas. Cooking for holidaymakers meant they asked me for recommendations and reservations. And so my business Deliciously Sorted was born.

I would drive across the island every day, as I still do today, marvelling at Ibiza's beauty and being so thankful for my enriched life. How could I give back? The sustainability of the island, the local food production, the lack of decent recycling, the ever increasing tourism including the luxury tourism that I was facilitating worried me, how to preserve the Ibiza we all so loved....?

And then, end of summer 2008, my fellow Ibiza lover and great friend Will and my eco warrior bestie Ben made the call to arms and we co-founded the Ibiza Preservation Fund. 10 years on my heart bursts with pride. With a huge amount of persistence and a fair few reality checks on the way the IPF of today is the respected environmental body on the island.

The fact that together with local partners we have raised 1.1 million euros to preserve and protect the land and sea we call home is phenomenal. Our most glorious achievement without doubt was the creation of Alianza Mar Blava, in which we halted and gained global recognition for stopping 4 potential oil and gas projects. We've helped create a protected corridor for whales and dolphins in the Balearics, a marine reserve around the island of Tagomago and are constantly striving to preserve Posidonia meadows. Our work has not only been the sea; we co-

purchased the island's only almond-cracking machine to encourage local farmers to farm the iconic trees of the 'white isle,' and supported a land bank where abandoned farms have been made organic for local use.

We have pioneered fundamental local research promoting solar energy and electric mobility, fresh water capacities and the islands overall sustainability upon which are focus and strategies for the next 10 years will be based. Please, get involved!



*William speaking at an IPF fundraising event in 2011*

### William Aitken

The Ibiza Preservation Fund, like all great ideas, was born on a sun kissed afternoon on the beach over a few beers. My beloved grandmother Lady Penelope ("Pempe" to her friends) Aitken had recently died having had a finca on the island and a deep relationship with Ibiza since the 1950s, leaving me, then a 25 year old a little rudderless in Ibiza for the first time. I had a strong feeling I was searching for some kind of poignant mechanism to continue her Ibiza legacy.

Under Pempe's tutelage I had fallen in love with her "old Ibiza" of dirt roads, beautiful empty beaches, traditional villages, payes women and delicious food. Most importantly, she was a passionate naturalist and introduced me to the breathtaking, wild and unspoilt nature of Ibiza.

In light of this, it was impossible to be blind to how the old "unspoilt" Ibiza – the Ibiza I grew up in – was rapidly being eroded before my eyes.

In July 2008 I was hosting my best friend Ben Goldsmith for his first ever trip to Ibiza. I took him on a tour of my favourite nature spots and told him about the conservation and environmental problems Ibiza was wrestling with. Ben shouted, with urgency in his voice, "We simply must do something before it's too late!"

I immediately knew there was only one person we needed to complete the tripod of founders. Miss "Get things done in Ibiza" aka Serena Cook - and so the three of us created the Ibiza Preservation Fund.

It was a different world in 2008. The pace, consumption and overdevelopment of Ibiza post 2000 was both alarming and overwhelming. The more we studied the local environmental needs, the more we realised the IPF was so desperately needed.

We weathered some challenges and slowly and carefully helped this little baby grow into the

professional and well-organised institution it is today. We have had some truly great victories and everyone involved in this exciting community and movement is privileged to make a positive difference to the island we all love.

Ten years on, the IPF now stands as a respected part of every conversation about the environment in Ibiza - from local farmers to the Consell and even in Madrid. The future is both challenging and exciting as we continue to preserve this island paradise we call our home.

On a personal note, it has been a privilege to be involved with something that allows so many like-minded and good-hearted people to find a place to make a difference. It has been an honour to have the pleasure to meet and interact with so many clever and principled people I would never have otherwise met. They have opened my eyes, and I have made lifelong friends. Together we are doing our best for Ibiza.

I feel immensely lucky to be a small help in making the IPF the force it is today. Please join us and continue to support us as we move forward together.



*IPF cofounders in Ibiza in 2016  
William Aitken, Serena Cook and Ben Goldsmith with Sandra Benbeniste.*



*Ben Goldsmith with  
Serena Cook in 2016*

## **Ben Goldsmith**

I've been fascinated by the natural world ever since I can remember, and so the inexorable decline of nature, on display everywhere you care to look, eats me up. Over time, I've realised that comparatively modest sums of money, given by philanthropists to the right people, can make huge positive changes happen when it comes to tackling environmental problems. So it's astounding that just two percent of Europe's philanthropy goes to the environment.

I think people find environmental problems just too big and too abstract to get their heads around, and so they choose instead to make a donation to their local school or hospital. Will, Serena and I therefore concocted the idea of a locally-focused environment fund for Ibiza - the Ibiza Preservation Fund - to pool donations from people who love this wonderful island for re-granting to the most effective local conservation campaigns and projects.

The IPF has proved so successful, and has made such an impact already, that similar funds have now sprung up in Mallorca, Menorca, Italy's Aeolian Islands, St Vincent and the Grenadines, Greece's Cyclades Islands, and there are many more in the works. The Ibiza Preservation Fund really has been a trailblazer.

## **Sandra Benbeniste** *Executive Director*

Our annual report this year is a special one. Besides featuring our results from 2017, it celebrates our 10th anniversary. It is a good moment to reflect on our work over these ten years, our major achievements and our direction for the next ten years.

We started 2018 with a new governance structure. We reviewed our existing one to build stronger and more responsive governance bodies to centre accountability and decision making in the Spanish "Patronato" or Board, chaired by Philip Muelder. We also aim to facilitate more participation through a Council and six Working Groups, accountable to the Patronato: Communication and Marketing, Fundraising and Leaders, Project Selection, Local Product, Finances and Operations and 10th Anniversary Celebrations.

In 2018 we also strengthened our IPF local team with two part-time members. Emma Meehan and Annabelle Bernard now bring their passion and energy to communications and fundraising.

We hope you will be able to join us at one of our 10th anniversary celebration gatherings, in London and Ibiza, for a drink and a conversation. It would be our pleasure to catch up on the various projects we are involved with, including dolphin research, posidonia protection, almond tree replanting, local product support or the important debate regarding Ibiza's carrying capacity. We look forward to listening to your views, ideas and environmental concerns.

## **OUR TOP 10 ACHIEVEMENTS /** OVER THE PAST 10 YEARS

### **1. Stopped oil and gas projects in the Mediterranean Sea**

When the prospect of oil and gas drilling in the waters around Ibiza and Formentera was about to become a reality in 2013, we established and funded Alianza Mar Blava to give the local community a voice. Today, Mar Blava represents 120 member organisations from around Spain and has successfully stopped 4 oil and gas exploration projects and championed a protected passage for migrating whales and dolphins.

### **2. Gained protection for Posidonia**

Although recognised by UNESCO as a World Heritage site in 1999, Ibiza and Formentera's Posidonia meadows were being destroyed at a rate of 2-4 hectares a year due to boat anchoring, pollution and coastal development. As part of 'The Sea, A Shared Responsibility' project with GEN-GOB Eivissa and Adessium Foundation, we successfully called for government legislation to protect Posidonia. In parallel to this project, we helped fund Manu San Félix and Vellmari Association's project to map Posidonia meadows to monitor changes and develop a mobile app to guide boat anchoring.

### **3. Helped to preserve Ibiza's almonds**

In the past 10 years around 30% of Ibiza's almond groves were lost due to neglect and age. To reverse this trend, in 2017 we launched a pilot project with APAEEF and Consell d'Eivissa to plant and monitor 800 new almond trees. And to help local farmers receive a higher price for crops, we co-financed an almond-cracking machine with Cooperativa Agrícola Sant Antoni in 2015. Almonds can now be de-shelled in Ibiza and not shipped to the mainland for processing.

### **4. Tackled fresh water management**

A major study we commissioned in 2015 showed the urgent need to better manage the islands' fresh water resources. With many of Ibiza's aquifers depleted and contaminated with sea water, we called for the creation of a water alliance and provided seed funding for a secretariat in 2016. The Water Alliance brings together stakeholders from public administrations, tourism and business associations, water companies, the farming sector and local NGOs to find solutions to the islands' water challenges.

### **5. Supported the creation of a marine reserve**

As part of 'The Sea, A Shared Responsibility' project, we supported the creation of a marine reserve around Tagomago, a small island north of Ibiza. This has been achieved by working in partnership with local governments, fishermen, NGOs, the nautical and tourism sectors.

### **6. Championed farming and local products**

The abandonment of farming in Ibiza and Formentera has led to a loss of rural landscapes and the disappearance of local plant varieties, animal breeds and traditional knowledge. In 2011 we provided a grant to recover populations of the native black pig (Porc negre), and in 2013 we helped fund the Land Bank – a data base of abandoned farms available for organic farming set up by APAEEF. More recently, we have carried out research with stakeholders to find ways to support farmers and local producers.

### **7. Addressed the issue of the islands' carrying capacity**

In 2016, the number of visitors to the islands reached almost 4 million. This has placed an enormous pressure on our land, water, ecosystems and communities. In 2017, we coordinated a major study by Balearic University on the social and environmental carrying capacity of Ibiza. This study produced 28 sustainability indicators on themes including tourism, land use, water, waste, energy, biodiversity and transport. These will be used as a solid fact base to start discussions on the future development and long-term prosperity of the islands and the well-being of its residents.

### **8. Ses Feixes wetland recognised as a protected area**

Ses Feixes, a wetland located between Ibiza Town and Talamanca, received recognition by the Balearic Environment Commission as a conservation area. It harbours a variety of fauna and flora and is an important place for migratory birds. Ses Feixes also has unique cultural value because of its ingenious irrigation system created by the Arabs. Together with GEN-GOB and Amics de la Terra, we supported action and spread information on the urgent need to protect this valuable place.

### **9. Partnered with outstanding organisations**

It is only by working together in partnerships that we have been able to achieve such tremendous results. In the past 10 years, we have been honoured and privileged to work with 24 local and international environmental organisations to preserve the islands' we all love. With grants totalling €422,587, we have built local capacity, supported projects that protect our land and sea and attracted additional funding of €573,000 from other partners who share our vision and passion.

### **10. Raised over €1 million in funds**

With the support of many amazing local residents, restaurants, businesses and lovers of Ibiza and Formentera, we have raised €1,098,000 in funds to preserve the islands' exceptional beauty, diverse ecosystems and precious natural resources. This money has helped put the islands on a path to a more sustainable, prosperous and healthier future where our communities and environment can thrive together.

# CELEBRATING OUR FIRST 10 YEARS IN PICTURES / THE PEOPLE, PROJECTS, PARTNERS AND FUNDRAISING PARTIES



**2010:** Campaign to save Ses Feixes wetland with Amics de la Terra and GEN-GOB



**2011:** Black Pig (Porc Negre) recovery programme with FEPIRA



**2012:** Fundraising art auction at Terravita with work by Dominique Sanson



**2012:** : Liam Strong and Maitland Cook



**2014:** James Blunt supporting "Ibiza Says No" campaign



**2015:** IPF Leaders' Group organic farming workshop with APAEEF



**2011:** Jürgen Bushe and IPF cofounder Serena Cook



**2012:** Forest fire prevention seminar with GEN-GOB



**2015:** Making of the "Ibiza and Formentera 100% Renewable" documentary



**2011:** Former IPF Director Jessica Dunlop with Jade Jagger at IPF Summer Dinner



**2011:** Sa Torrada campo celebration



**2012:** Land Bank project with APAEEF



**2013:** Balearic Shearwater conservation with SEO/Birdlife



**2013:** Ibiza Cycling Challenge to raise funds for the IPF



**2015:** World Environment Day celebrations with Chris Dews from Greenheart Ibiza



**2015:** IPF Christmas party at Ecocentro



**2015:** Judging Morna school students' artwork



**2016:** Serena Cook with Bryan Adams at Aqua Nueva



**2016:** Kinderleys at Aqua Nueva

**2016:** Avery and John Frieda at Aqua Nueva fundraising event, London





2015: Purchase of an almond-cracking machine with Sant Antoni Cooperative



2016: Mapping Posidonia meadows with Manu San Félix



2016: Recycling workshop with Elisabetta Caraccia



2016: La Galeria Elefante summer party and water talk



2017: On board Tursiops Association's research vessel to record "Our Dolphins"



2016: Creation of the Water Alliance



2016: Partnering with Gould Heinz & Lang (GHL)



2016: Launch of 'The Sea, A Shared Responsibility' partnership with GEN-GOB



2016: e-mobility forum with Eco-Union, Ibiza Electric and Fastned



2017: Posidonia exhibition with GEN-GOB as part of 'The Sea, A Shared Responsibility'



2016: Maribel Juan from APAEEF at the almond harvest festival



2017: Welcoming new Preservation Fund for Menorca with IPF cofounder Ben Goldsmith



2017: Celebrating partnership with SAL de IBIZA



2017: IPF Leaders' Group meeting at Meke



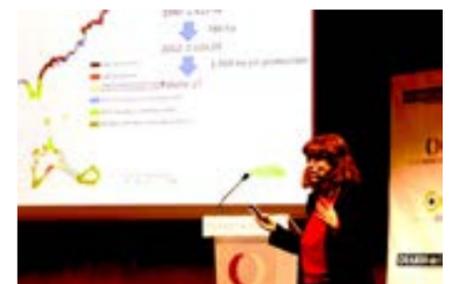
2017: Justdiggitt talk at La Granja



2017: Partnering with Beachouse Ibiza



2017: Oceanic x Ibiza event at Atzaró



2017: IPF carrying capacity study presented at Diario de Ibiza conference



45,000 KM<sup>2</sup>  
of Levantine-Balearic coast protected as  
whale and dolphin corridor by Mar Blava

800  
new almond trees planted

28  
sustainability indicators developed on  
Ibiza's carrying capacity

3  
hydrophones installed in Ibiza's waters to  
record "Our Dolphins"

20  
interviews for local products feasibility  
study

6  
case studies to highlight profitability of  
solar PV installations

0  
drops to the sea - Water Alliance's new  
campaign to promote rain harvesting and  
better use of recycled water

## COMMUNITY/

We work with partners to preserve our natural resources so the local community can prosper and future generations can thrive.

Funds invested  
**€20,000**

## IBIZA'S CARRYING CAPACITY

SUSTAINABILITY INDICATORS TO SUPPORT LOCAL DECISION MAKING

**“Ibiza needs to have a full set of sustainability indicators that will allow politicians to take decisions based on hard data. A sustainability observatory would make this possible.”**

*Sandra Benbeniste, Executive Director, Ibiza Preservation Fund*

Ibiza and Formentera's exceptional beauty, warm climate, pristine seas and famous nightlife have made the islands one of Europe's most popular tourist destinations. In 2016, the number of visitors reached almost 4 million – double the number from a decade ago. This growth has placed an enormous pressure on our natural resources and called into question the island's development model.

Natural resources are key assets for our well-being, but they are also crucial for a sustainable and prosperous economy.

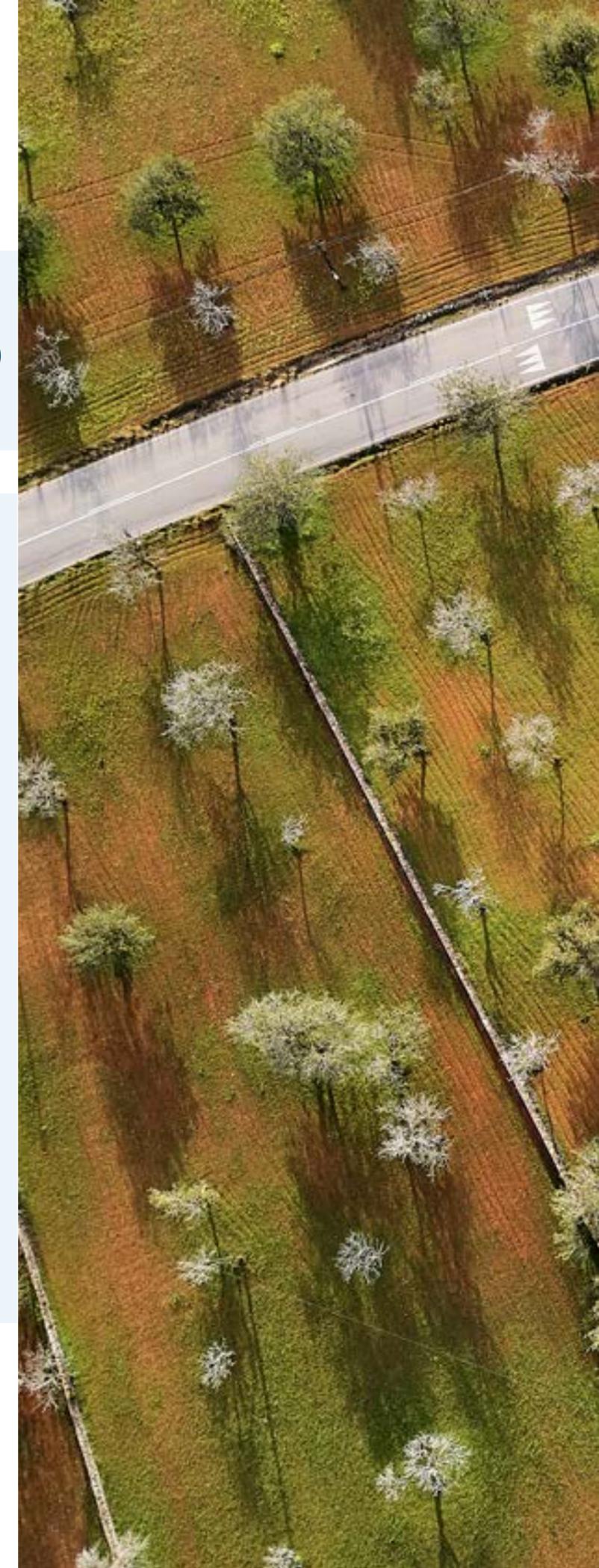
In 2017, we published a major study on the status and trends of the social and environmental carrying capacity of Ibiza. We commissioned and funded the study, carried out by teams from the Society of Natural History of the Balearics (Societat d'Història Natural de les Balears - SHNB) and Department of Geography and Department of Biology of the University of the Balearic Islands.

This study produced 28 sustainability indicators on 8 themes: tourism and human pressure, land use, accommodation capacity, water, waste, energy, transport and biodiversity.

These indicators will be used to provide a solid fact base to engage stakeholders and decision-makers on the future development of Ibiza. They can also help define a social and economic model that preserves the island's natural resources and society's well-being now and in the future.

### Some key findings from the study (based on 2016 figures):

- Ibiza has one of the highest tourist/resident ratios in the world – 25 tourists/1 resident
- 60.8% growth in the urbanisation of coastal areas between 1990-2012
- Tourism and holiday housing increased by 25,000 places (7,000 legal and 18,000 illegal) in past 5 years
- 82% of the average salary went to housing (the EU recommends this not exceed 40%)
- There are 963.8 vehicles per 1000 inhabitants, twice as high as the mainland
- 35% increase in urban solid waste in the past 10 years, double the Spanish and European rate of waste generation per capita.



## LAND /

We promote initiatives that preserve the land so it can support a sustainable, lively and productive countryside.

### PRESERVING IBIZA'S ICONIC ALMOND GROVES

**“Planting almond trees is important for the island because it was the way of life for our parents and grandparents. If we don't take care of our land, the next generations won't know where food comes from.”**

*Toni Boned, farmer, Santa Agnes de Corona*

Ibiza's countryside in spring is blanketed with almond blossoms. Their appearance attracts many tourists and locals who enjoy walks around the groves to admire their beauty. But despite almonds being an iconic feature of Ibiza's countryside, traditional culture and cuisine, most of the island's trees are neglected and have reached the end of their productive lives.

With farmers receiving only a small return for almond crops, compounded by little rain and a high-cost to harvest, between 2010 and 2015 around 30% of the island's almond groves were sadly lost.

As well as almond trees being an attractive feature of the landscape, they perform an important environmental role. Groves are often surrounded by stone walls or planted on terraced hillsides and prevents soil erosion and water run-off. The trees also provide food and shelter for wildlife.

As concern for the future of our almonds grew, in 2017 we partnered with the Association of Organic Producers of Ibiza and Formentera (APAEFF) to launch a pilot project to replant and monitor trees. With the generous support of IPF members we have been able to commit €50,000 in funding for the project between 2018 and 2022.

Around 400 new trees will be planted in Can Simon, a farm close to San Rafael. Tree health, soil fertility, carbon storage, water and biodiversity indicators will also be monitored as part of the project.

This initiative is supported by Council of Ibiza, who is also coordinating an almond recuperation project in Santa Agnes de Corona that will see another 400 almond trees planted.

### SUSTAINABLE ART

Sculptures and drawings by artist Sophie Stinglhamber were auctioned to raise funds for Ibiza's almonds in July 2017 at the Ibiza Gran Hotel. Sophie from Sustainable Art, who spent her childhood in Ibiza in the 60s running through the island's almond groves, and Diego Alonso from Mondo Galeria, created art installations to raise awareness of Ibiza's dying almond trees.



Funds invested  
**€50,000**  
between  
2018 and 2022



Consell Insular d'Eivissa  
Asociación de vecinos de Corona



## CHAMPIONING LOCAL PRODUCTS /

### RESEARCH TO SUPPORT SUSTAINABLE FARMING IN IBIZA AND FORMENTERA

Between 1990 and 2012, 73.7 km<sup>2</sup> of Ibiza's land changed from agricultural use to forest and natural cover. This change has led to a loss of rural landscapes and the disappearance of local plant varieties, animal breeds and traditional knowledge.

To investigate ways to support local farming, in 2017 we undertook a feasibility study to gain a better understanding of the issues facing the sector and insights on ways locally grown and sustainably produced products from Ibiza and Formentera can be supported.

More than 20 interviews were carried out with stakeholders, including representatives from the Council of Ibiza and Local Action Group of the EU Leader programme, agricultural cooperatives, farmers, producers, restaurants and chefs.

A complex picture of factors emerged, ranging from access to quality land, water scarcity, higher costs due to insular location and strong competition from outside to more coordination needed between producers and retailers, distribution logistics and local product labelling.

Although the islands face several challenges, the study found strong support for products 'Made in Ibiza', an increase in organic and boutique farming, and a desire from all stakeholders to increase the production, promotion and consumption of local products.

The opportunities highlighted in the study will be used to guide potential lines of action for the IPF to support in 2018.

Funds invested  
**€5000**

## **WATER PONDS AND FIRE PREVENTION /** RESTORING LAND MANAGEMENT PRACTICES IN THE SERRA GROSSA

The Serra Grossa aquifer is one of Ibiza's most depleted water reservoirs. It is also one of the most contaminated with salt water. Located in the south of Ibiza, the Serra Grossa area receives around 400mm of rain a year but the majority of this is lost due to run off into the sea.

To prevent this run-off, water ponds have been created to capture and retain rain water to enable it to filter down into the aquifer. The ponds are part of a pilot project by the Neighbourhood Association of Rafal Trobat (Asociación de Vecinos Rafal Trobat), which we supported in 2017 with a grant of €21,000.

As well as a depleted and contaminated aquifer, the Serra Grossa is vulnerable to forest fires due to an expansion of pine trees. These issues are a result of the abandonment of land management practices in the area.



Funds invested  
**€21,000**  
in 2017

The ponds will not only recharge the aquifer, but provide a water supply that can be used by fire fighters and create a wetland habitat for wildlife.

The new project will complement a comprehensive land-management plan already underway by the Association of Forest Owners of Ibiza (Asociación de Propietarios Forestales de Ibiza).

The information gained from this pilot project will be used to replicate water ponds across Ibiza and Formentera.



**Associació de veïns de's Rafal Trobat**  
**Associació de Propietaris Forestals d'Eivissa**

## SOLAR ENERGY IN IBIZA /

### STUDY TO SHINE A LIGHT ON THE ISLAND'S PV OPPORTUNITIES

**“Photovoltaic solar energy is a great opportunity for the island of Ibiza, both at the environmental and economic level, as this activity can generate many new jobs and create new specialised companies. There is currently insufficient confidence in the renewable sector, caused by a lack of information.”**

*Joan Bufí, President of CAEB (Confederation of Business Associations of the Balearic Islands)*

Energy use is an important environmental challenge but also a significant financial burden on island economies like Ibiza and Formentera that rely almost exclusively on imported fossil fuel to supply energy.

In 2016, only 0.34% of the island's energy supply came from renewable sources despite our considerable solar potential. In order to comply with targets set by EU Strategy, our energy production from renewables must be scaled up 58 times by 2020.

To support the islands' transition to a carbon-free energy mix, in 2017 we coordinated and funded a study 'Photovoltaic Solar Energy: Status, Cases and Opportunities in Ibiza.'

This study includes information on the legal requirements, steps needed and costs to develop and install a photovoltaic (PV) solar facility. Case studies for various buildings and facilities were provided to demonstrate how installations can see a return on investment from 6 to 11 years.

One of the biggest barriers to solar expansion was perceptions. Uncertainties created by Spain's central government, unhelpful legislation and concerns about the so-called "sun tax" (backup tolls) have put off potential investment.

However, the current law does provide a stable legal framework both for solar farms and self-consumption facilities for houses or businesses. At present, the backup



Funds invested  
**€5000**  
in 2017

toll is not applied to self-consumption facilities on the islands and, if it was to be applied later, it is not a significant cost factor.

The study showed, even under existing conditions, PV installations are profitable and renewables are supported by the Council of Ibiza and Balearic Government, including subsidies.

With transport accounting for 40% of Ibiza's energy consumption, electric vehicles play an important role in the reduction of fossil fuels. Although electric mobility will create an increase in demand for electricity, we need to ensure this demand is met by renewable sources.

By highlighting the array of opportunities for individuals, companies and organisations to invest in solar, we want to speed up the islands' transition to clean, sustainable and affordable energy. This transition will also make a positive contribution to the local economy with new jobs and training.

# WATER ALLIANCE /

## NOT A DROP TO THE SEA

**“In the current historical context of drought suffered by Ibiza and Formentera, it is an unacceptable luxury for society to discharge purified water into the sea without enabling its reuse.”**

*Juan Calvo, Technical Coordinator, Water Alliance*

In the past 18 years, Ibiza and Formentera have been in a drought pre-alert for 14 years and in drought for four years. This situation and an increase in demand for water have resulted in the overexploitation of more than half of the island's underground aquifers.

The urgent need to reduce pressure on overexploited aquifers is a key objective for the Water Alliance in 2018. The Water Alliance (Alianza para la Gestión Sostenible del Agua), which promotes the better management of freshwater resources on Ibiza and Formentera, is also calling for an improvement in the performance of treatment plants and the reuse of treated water.

As a first priority, the Alliance has called for the immediate start-up of the Santa Eulària desalination plant, delayed for over three years, and the interconnection of all desalination plants on Ibiza. This work is essential to reduce dependence on aquifers for urban consumption. Using desalinated water for urban supply will allow aquifers to rest and recover.

A second priority is the reuse of treated water for urban, agricultural and environmental uses. At present only 2% of water from treatment plants is recycled – the rest is dumped into the sea. This treated water could be used for street cleaning, farming or irrigating green spaces and allowing wetland ecosystems to improve.

To highlight this priority, the Water Alliance launched a new campaign 'Not a drop to the sea' in 2018. It calls for the reuse of treated water as well as rain harvesting on Ibiza and Formentera.

However, with the main water treatment plants on the island already at capacity especially over summer, water purification still needs to be improved and saltwater levels in the network reduced before treated water can be used for other purposes such as agriculture.

The IPF called for and funded the establishment of the Water Alliance in 2016. The need for an alliance became clear after a major study we commissioned by the University of the Balearic Islands showed the unsustainable use of freshwater resources in Ibiza and Formentera. By bringing together the islands' municipalities and councils, tourism and business associations, water companies, farmers and NGOs, the Alliance can initiate effective solutions to the islands' water issues. It also works to keep water on the political, social, economic and media agenda.

Funds invested  
**€30,000**

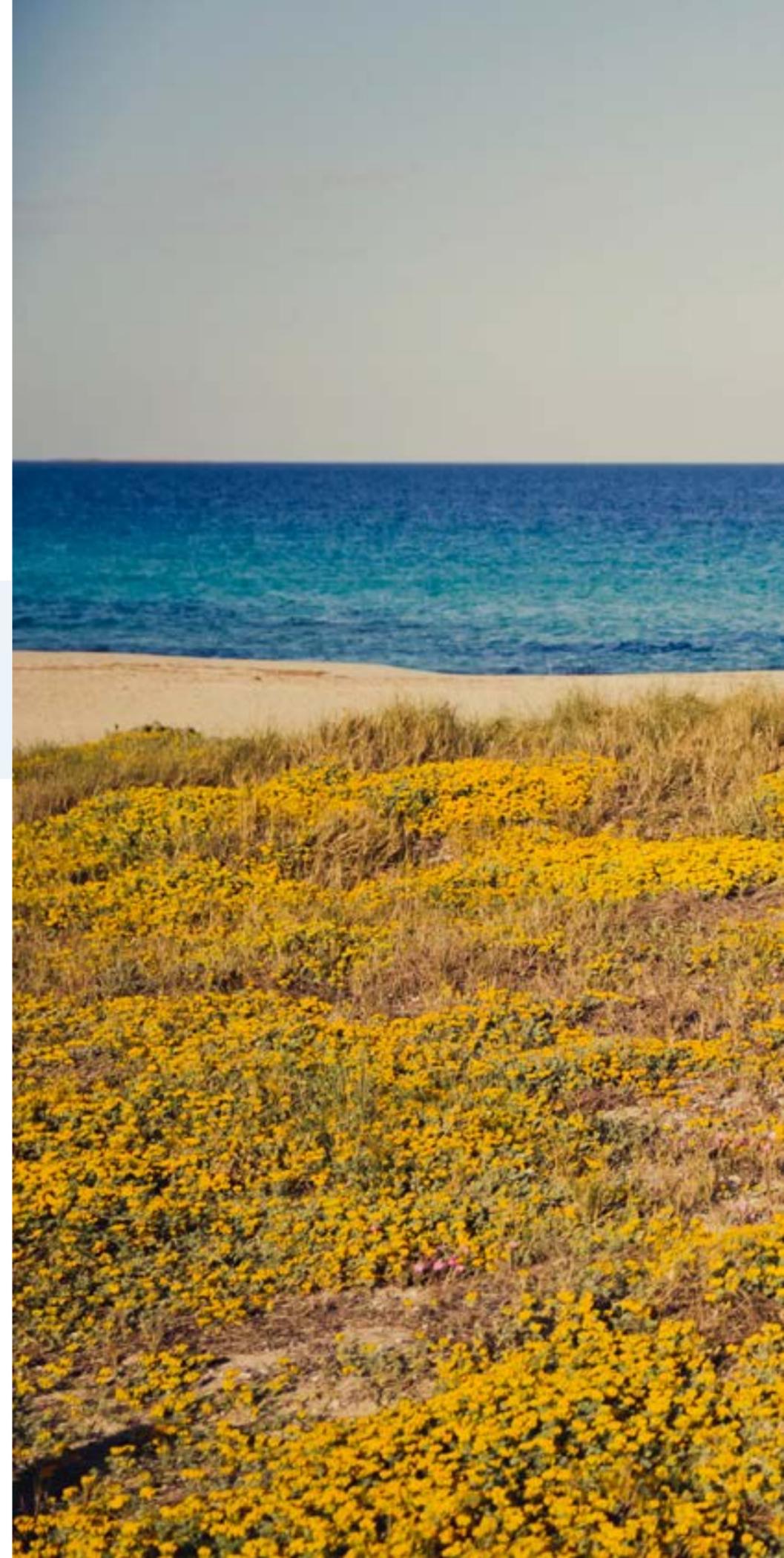




Photo: Tursiops Association

## Creation of a Whale and Dolphin Corridor

In December 2017, a protected corridor for dolphins and whales off the Levantine-Balearic coast was officially recognised by the Barcelona Convention. An area of around 45,000 km<sup>2</sup> was given Specially Protected Area of Mediterranean Importance (ZEPIM) status. This means Spain's Ministry of Energy must file all hydrocarbon prospecting projects and research permits in the area. Mar Blava will continue its work in 2018 to achieve the definitive archiving of all projects in the Spanish Mediterranean Sea.

Funds invested  
**€26,000**



## ALIANZA MAR BLAVA

### 'IBIZA SAYS YES' TO RENEWABLES

**“Our mission is to increase the protection of the Mediterranean Sea, put an end to the threat to our economy and the environment posed by oil prospecting projects currently underway, and move towards greater sustainability of our energy system.”**

*Carlos Bravo, Technical Coordinator, Alianza Mar Blava*

Alianza Mar Blava's hugely successful “Ibiza Says No” campaign in 2013 became a rallying call for the community to stop an oil and gas exploration project 30 miles off the coast of Ibiza. More than 128,000 allegations were submitted to Spain's central government to reject the project over concerns oil drilling in the region would damage the environment, biodiversity of the Mediterranean Sea, local economy and wellbeing of residents.

Numerous celebrities, including James Blunt, Jade Jagger, Fatboy Slim, Kate Moss, Sienna Miller, Sophie Ellis-Bextor, Carl Cox and Pete Tong, also got behind the “Ibiza Says No” campaign to show their support for the islands and environment and bring the issue to wider public attention.

After two years of campaigning and legal challenges by Mar Blava, in 2015 this proposed oil and gas project was withdrawn. Three other projects in the region have also been subsequently shelved as a result of Mar Blava's work.

In 2018, Ibiza and Formentera have the opportunity to say “Yes” to renewable energy. The Balearic Islands' Government has put forward a draft law to reduce greenhouse gas emissions that will see, amongst other measures, solar panels installed on roof tops more than 1000 square metres and rental car fleets electrified by 2035. Mar Blava is now campaigning to support this draft law.

With climate change already impacting the islands with frequent droughts and rising sea temperatures, the proposed law will give the community a chance to have its voice heard again but this time in support of renewables.

The creation of Mar Blava in 2013 is one of the IPF's greatest achievements. By providing seed funding of €26,000 we were able to establish the alliance together with 30 other organisations to reject oil and gas exploration in the Spanish Mediterranean Sea.

Today, Mar Blava represents more than 120 members from public administrations (Balearic Government, councils and municipalities of Ibiza, Formentera, Menorca and Mallorca and Barcelona City Council), the private sector (including tourism, fishing and nautical industries) and civil society (social and environmental organisations, trade unions and other institutions).

## SEA /

We support projects that protect the sea's threatened species and valuable resources so our waters remain pristine and full of life.

Funds invested  
**€12,343**  
in 2017



## SURVEYING THE IMPACT OF UNDERWATER NOISE ON OUR DOLPHINS

**“We believe the best way to fight for the protection and sustainability of cetacean populations is not with great sensationalist actions but through rigorous research.”**

*Dr Txema Brotons, Director, Tursiops Association*

The sea around Ibiza is an important habitat for the Bottlenose dolphin, a protected species known to be sensitive to noise. With Ibiza being a hot-spot for recreational boats, especially in the summer months, a rising level of underwater noise has been identified as a threat to marine life.

But little is known about how noise affects dolphins in our waters. To monitor the impact, Tursiops Association, a Balearic NGO focused on cetacean research in the Mediterranean, is carrying out research to obtain recordings of noise and dolphin movements under the “Our Dolphins” project.

In 2017, we provided a grant of €12,343 to fund one of three hydrophones that have been placed at key locations in our waters. The hydrophones, or Ecological Acoustic Recorder

(EAR) technology, will collect accurate data on boat noise and dolphin movements.

This information will be used to assess Bottlenose’s presence and migration patterns, how marine noise impacts the species, and the optimal boat noise and speed where dolphins and nautical traffic can co-exist. It will provide crucial data for decision-makers to regulate activities that can have a negative impact on dolphins.

The “Our Dolphins” project will also be included in dolphin-related educational activities in 2018. We have partnered with Club Nàutic Sant Antoni’s “Weeks of the Sea” (Semana del Mar) initiative that supports children’s understanding of the importance of the sea and need to protect the marine environment.

Photo: Tursiops Association



## THE SEA, A SHARED RESPONSIBILITY

### MANAGEMENT PLANS FOR BOAT ANCHORING AND MARINE RESERVES

The development of a comprehensive boat anchoring plan for Ibiza and Formentera, which includes an anchoring ban on Posidonia, has been a key area of work for 'The Sea, A Shared Responsibility' (El Mar, una responsabilidad compartida) programme in 2017.

GEN-GOB Eivissa, the programme coordinator, has worked together with the Balearic Government, Council of Ibiza and stakeholders from the nautical, fishing and tourism sector to develop this plan.

Management plans for a new marine reserve in Formentera and one in Tagomago, a small island north of Ibiza, are also being developed.

Since its launch in 2013, 'The Sea, A Shared Responsibility' has achieved a remarkable increase in the awareness of our valuable marine resources, in particular Posidonia seagrass, and the urgent need to take action to protect them. We support this programme together with the Adessium Foundation.

Education activities are also a major priority for the programme. 'Posidonia in your hands' has been rolled out at local schools to teach children about the importance of marine habitats and the impact of plastic pollution on the sea's ecosystem.

Now in Phase 3, the programme has also played a key role in strengthening partnerships through the active involvement of all local stakeholders.



Photo: GEN - GOB Eivissa

Funds invested  
**€37,408**  
between  
2013 and 2017



## 2030: WE CHANGED / A DOCUMENTARY FILM BY MANU SAN FÉLIX FOR NATIONAL GEOGRAPHIC

**“What we do in the next few years will determine the Mediterranean Sea’s future. We could very well... keep on following the road to its rapid destruction. Or we could change our habits in order for it to recuperate in a brief period...Our generation has the opportunity and the obligation to initiate this change...”**

*Manu San Félix, marine biologist and National Geographic underwater photographer*

Funds invested  
**€5000**



Photos: Manu San Félix



The documentary, '2030: We Changed,' presents a journey to the Spanish Mediterranean Sea at two different times – the year 2030 and 2018. It will provide an understanding of the present situation in the Mediterranean and what its health could be if marine protection projects are successful.

In 2017 and 2018, Manu San Félix explores the Mediterranean to see how humans have transformed the sea over the past 50 years. The story recounts how it has gone from being a spectacular sea – full of sharks, turtles, seals, lobsters and much more – to a situation of biodiversity loss and worrying water quality. In the year 2030, Paul Rose, National Geographic's Pristine Seas Expedition Leader and BBC presenter, is telling his granddaughter about how we changed our ways a decade ago, making a recovery possible, and how the Mediterranean Sea is once again full of life.

We are co-sponsoring the production because films are powerful awareness raising tools and “knowing” and “caring” are essential drivers for change.

With the backing of organisations such as National Geographic, the documentary will have a wide distribution and broadcast and visually show the impact of our actions, both positive and negative, on the sea.

## POSIDONIA MAPS AND APPS /

In 2016 and 2017, we supported a cartography project by Manu San Félix and Vellmari Association to map Posidonia meadows around Formentera. Data was collected using a 'side-scan' sonar device, underwater photography and aerial drone imagery to produce accurate maps of the meadows. The maps will be used to monitor the evolution of Posidonia and the impact of pollution, climate change, boat anchoring and underwater construction on meadows.

In summer 2018, a Posidonia APP for Android and Apple users will be launched. The app will use geolocational technology to help guide boat anchoring.

Funds invested  
**€20,000**

**VELLMARI**  
DESCUBRIENDO EL MEDITERRANEO

## JOIN US /

JOIN THE IPF AND SUPPORT US IN  
MAKING THE NEXT 10 YEARS EVEN MORE  
GROUNDBREAKING

**PARTNER WITH US** and become part of a growing community of like-minded environmentally conscious individuals, businesses and organisations. By joining the IPF you become part of a committed network that is actively working towards a sustainable future for Ibiza and Formentera.

**SUPPORT A PROJECT** of your choice and become more involved in a cause close to your heart. You will receive regular updates on how the project is progressing and invitations to related events.

**GIFT** a monthly or yearly amount to your loved ones and friends. You can choose to gift either to a particular project or to the IPF as a whole.

**FUNDRAISE FOR US** through an event you are hosting and help us to spread the word and generate funds for new projects or on-going ones.

**VOLUNTEER WITH US** and become an integral part of our committed team.

For more information on joining, donating to or partnering with the IPF please contact: [Annabelle@ibizapreservationfund.org](mailto:Annabelle@ibizapreservationfund.org)



## OUR CORPORATE PARTNERS /

Thank you to all our partners who share our passion to preserve Ibiza and Formentera. Their generous support has enabled us to fund environmental projects on land and at sea and promote sustainable initiatives for the islands' future well-being and prosperity.

### Beachouse Ibiza

Beachouse support our '1 euro per table' initiative. So while you enjoy their fabulous food and soak up the beautiful beach atmosphere, you can make a donation to preserve our environment. The chefs at Beachouse also use organic and local products where possible.



### Gould Heinz & Lang (GHL)

Local property consultants and real estate agency GHL generously donate a part of every sales commission to us so we can fund local projects. GHL also advise clients on water-friendly gardens and rain harvesting to help save water.



### Restaurante Juan y Andrea

Situated on the beautiful Playa de Illetes, Formentera, Juan y Andrea has partnered with us to preserve our marine environment. Together we support Vellmari Association's project to map Posidonia meadows and develop a mobile app. These tools will help guide boat anchoring to protect Posidonia.



### SAL de IBIZA

SAL de IBIZA, the iconic "Cristal de la Vida," has partnered with us to support projects that protect the White Island's marine environment. Together, we can preserve our favourite island for future generations to love and enjoy.



### Sir Joan

When you stay at Sir Joan, you can donate 1 euro per night to give something back to Ibiza. The 38-room exclusive hotel is part of Sir Hotels. Their passion for top quality design, incredible food and drinks and terrific service also extends to their passion for Ibiza. They have collaborated with us to support the island's environmental well-being.



## OTHER PARTNERS /



Campo Comida Collective  
Can Guimó  
Ca'n Pere Mussona  
Deva Models

Dreamers Ibiza  
Es Nàutic Sant Antoni  
Hï Ibiza  
Hola Pepita

Ibiza Waves of Love  
Meke Coffee  
Morna International College  
SANTA Ibiza  
Villa Contact

## OUR TEAM /



**Sandra Benbeniste**  
*Executive Director*

Sandra is responsible for the management and coordination of the IPF's projects. She has previously worked on sustainable development projects for NGOs and the United Nations, and has consulted on corporate responsibility programmes for international companies.



**Emma Meehan**  
*Communications Manager*

Emma is responsible for the communication activities of the IPF. She has previously worked in communication roles in banking, energy and government. Originally from New Zealand, she has worked in numerous locations around the world and moved to Ibiza in 2016.



**Annabelle Bernard**  
*Fundraising Manager*

Annabelle manages the fundraising arm of the IPF, building long-lasting partnerships both in Ibiza and overseas. She has a background in international development and extensive experience working in corporate media as well as in international organisations like the OECD and International Chamber of Commerce.



**Serena Cook (Cofounder)**

Serena first visited Ibiza in 1997 while studying Hispanic Studies and fell in love with the island. She moved here in 2002 and set up a successful business – Deliciously Sorted Ibiza, which now spans the 4 Balearic Islands. Aware of the luxury tourism her business was facilitating and the impact of the ever increasing tourism on the island, Serena was keen to preserve and give something back to the island so jumped at the opportunity to create the IPF in 2008.



**Philip Muelder (Chair)**

Philip has long standing roots in Ibiza ever since his grandmother bought a plot of land on the island in the late '60s. He spent many summers at his family's vacation home in Calla Mastella, in the North East of Ibiza, and remained a frequent visitor to the island ever since. Philip lives in London with his wife Rebecca and their children and works at Permira, a global private equity firm.



**Tamara Arbib**

Tamara and her husband Ben have been coming to Ibiza for the past 18 years. They launched 'The A Team Foundation', a charity aimed at supporting a positive approach to food, health and sustainability. In 2014, they also launched Rebel Kitchen, a health food brand. Tamara won the 'Natwest everywoman's Brand of the Future Award' in 2015.



**Liam Strong**

Liam first came to Ibiza with his wife Jackie in 1970. He and Jackie spend part of each year here, both in winter and summer. Liam is involved in community, education, health and mentoring projects at various organisations, including the Ashridge Business School, Teachfirst and the UK Faculty of Public Health and Cooperation Ireland. Liam is now Chairman of Cerberus Operations in Europe.



**Jeremy Smith**

Jeremy first visited Ibiza in 1997. He was fortunate to buy a home on the island in 2008, ultimately moving here with his wife and three children a number of years ago. His career has focused on environmental initiatives. Jeremy is a cofounder of Berkeley Energy, a private equity firm focused on renewable energy in emerging markets, and is also a cofounder of the Carbon Disclosure Project.



**Christian Jochnick**

Christian fell in love with the island when he first visited Ibiza in 2005. After several years of spending holidays on the island, he and his wife, Sophie, and their two children, moved to Ibiza in 2017 to restore a farm in San Mateo. Christian has a background both within the social and finance sector in Stockholm and London.

## PATRONATO

Our Patronato set the IPF's direction and strategy and make decisions on grants.



**John Frieda**

John has owned a home in Ibiza since the mid '70s. Having spent a considerable amount of time here, he has witnessed the changes that have taken place over the years. He understands the importance of taking measures to try and preserve the beauty and unique nature of the island. He is the founder of the John Frieda Hair Product Brand.

## COUNCIL /

Our Council provides advice and leadership on the IPF's fundraising activities, projects and grant selection and strategy.



**William Aitken (Cofounder)**

Partner at ACRS Limited, his family's consulting business, and previously worked in private equity for Samena Capital and the UK Conservative Party



**Ben Goldsmith (Cofounder)**

CEO of Menhaden Capital, Chairman of the UK Conservative Environment Network and the Goldsmith family's JMG Foundation.



**Elisabetta Caraccia**

Anthropologist, educator and documentary producer



**Anthony Deal**

In property industry for over 45 years and strong commitment to Ibiza.



**Arturo Lopez**

Ecologist (PhD) and expert in marine issues



**Ronnie Andersen**

Journalist, organic farmer and black pig (Porc Negro) breeder



**Vicent Palermet**

Local farmer and expert in crop varieties



**Jade Brudenell**

Manages "Preservation Fund" family



**Jon Cracknell**

Coordinates the UK Environmental Funders Network and secretary of The Ecology Trust



**Isabel Bermejo**

A veteran in Spain's environmental movement, with a particular focus on forestry, agriculture and biodiversity issues



**Frances Llopis**

Managed corporate events, PR and fundraised for a range of prestigious international organisations

The Council is made up of members from the IPF Leaders' Group. Our leaders provide an important voice in the IPF's work, provide generous financial support and regularly meet with our Patronato. If you are interested in joining our leaders, please contact Sandra at [sandra@ibizapreservationfund.org](mailto:sandra@ibizapreservationfund.org).

## WELCOME NEW ADDITIONS TO THE PRESERVATION FUND FAMILY

**“Comparatively modest sums of money, given by philanthropists to the right people, can make huge positive changes happen when it comes to tackling environmental problems.”**

***Ben Goldsmith, Cofounder, Preservation Funds***

Three new preservation funds were born in 2017 – the Mallorca, Menorca and Cyclades Islands Preservation Funds. Based on the success of the IPF, Ben Goldsmith, our cofounder, developed a toolkit to replicate the model of locally-focused environment funds around the world.

The preservation fund “family” now consists of six – the IPF together with Aeolian Islands and St Vincent & the Grenadines Preservation Funds. All focus on five themes:

- marine conservation
- landscape conservation (including local food)
- fresh water
- sensible waste management
- renewable energy.

All the preservation funds have been established to raise money from people and businesses with a strong connection to a place. By partnering with local and international experts to carry out projects, funds are distributed to initiatives that will benefit the local environment and community.



## GRANTS APPROVED / 2008-2017

GRANTS EUROS	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	TOTAL
LAND PRESERVATION			35,587	18,024	11,041	3,700	44,270	12,266	-	51,000	175,888
SEA PROTECTION						34,984	21,040	48,704	65,000	102,343	272,071
OTHER WATER, ENERGY, CAPACITY				7,083	28,000	26,000	12,140	15,000	44,000	15,000	147,223
TOTAL			35,587	25,107	39,041	64,684	77,450	75,970	109,000	168,343	595,182

## FINANCIALS / INCOME AND EXPENDITURE / 2016-2017

IN EUROS	2016	2017
INCOME FROM ALL SOURCES	<b>185,835</b>	<b>282,047</b>
EXPENDITURE		
GRANTS	63,991	146,562
IN KIND STAFF SUPPORT	19,894	23,585
ADMINISTRATION & FUNDRAISING	40,410	56,623
TOTAL EXPENDITURE	<b>124,295</b>	<b>226,770</b>
BALANCE ON YEAR	<b>61,540</b>	<b>55,277</b>





## CONTACT US /

### WRITE TO US

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