

Covering an area of more than 500,000 hectares, Menorca is the largest Marine Biosphere Reserve in the Mediterranean.



Annual Report 2020-2021

The beaches on the north coast of Menorca contrast red-toned sands with the bluish green shades of the sea, creating unique and wild natural environments.



Report authors: Laura Quintana Soms, Sara D'Eustacchio, Rebecca Morris, and Yolanda López Segura

Design: Roser Vidal

Between May and June 2022 Menorca Preservation distributed an online questionnaire amongst institutions supported. Thank you for all the answers received.



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According to a 2021 report by Agroassessor, 44.8% of Menorca's territory is used for agricultural purposes. However, this only produces 16.1% of the food consumed locally.





01.

Impact 2020-2021

30
projects
financed

Creation of
Plastic Free
Menorca Alliance

Development
of a long-term
and free, sustaina-
ble farming training
program for
farmers

+42,000
people reached
via social media

20
companies
certified with
Plastic Free
Balearics

Supported
the development
of the Go Zero
Waste phone
application

205kg
of plastic saved
due to the Go
Zero Waste app

Projects supported by Menorca Preservation have achieved:

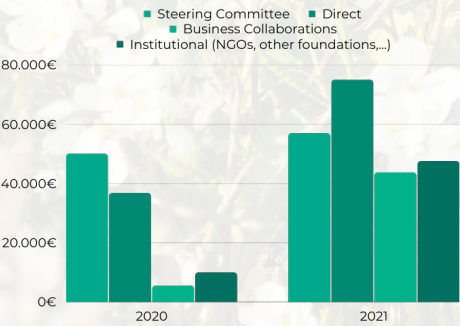
Constitution
of the first
Clean Energy
Community in
the Balearics

14,500
pieces of
microplastics
removed from
the sea

+150
fruit trees
planted in
Menorca's
farms

+500
broadcasted
minutes on sustain-
ability and the
environment

DONATIONS



Increase in
donations from
2020 to 2021

80%
of donations
destined to our
foundational
objectives

Increase in
business
collaborations

+243,000
€ distributed to
local projects

The co-evolution of the Menorcan cow with the Mediterranean ecosystem has allowed this native breed to play an essential role in the set of interactions between different wild species, favouring the biodiversity of agricultural and forest ecosystems.



02.



Menorca Preservation

The organisation

In November 2017, Ben Goldsmith (founder of The Conservation Collective) and Estefania Medina, founded **Menorca Preservation** (Fundación para la Preservación de Menorca) with the aim of creating a neutral and independent organisation through which one can support and strengthen environmental initiatives promoted by local organizations. In addition, as a foundation within The Conservation Collective group, Menorca Preservation automatically became part of an international network of environmental non-profits; all focused on the protection of biodiversity at a local level.

Over these more than 4 years, at Menorca Preservation we have worked to slow down the effects of climate change on the island, contributing to the development of a more sustainable Menorca. For this purpose, the organisation has focused on raising local and international funds from companies and individuals that have a strong connection with Menorca. Specifically, more than the 80% of such funds have been used to finance the support and implementation of projects dedicated to preserving, protecting, and restoring the island's marine and land ecosystems.

Menorca Preservation's collaborative principle emphasises our objective to support the already promoted initiatives carried of by local environmental entities and organisations, avoiding duplication of efforts. Convinced that achieving the sustainable transition we aspire to depends on the ability to involve the greatest number of people, Menorca Preservation offers itself as a cooperative organisation, ready to favour the union between efforts and resources in order to enhance the positive impact achieved. Many initiatives have been supported since its creation, but there is still a long way to go.

The main priorities of the entity are divided into these **three main pillars**:



Sea



Land



Renewable
energy

We believe that **the conservation of our natural environment is fundamental**, as this is the only way we will achieve integrated and long-lasting changes towards a sustainable Menorca.



Executive Director's remarks

Rebecca Morris

For me, the last two years have served to confirm and reinforce **Menorca Preservation's** work. When Ben and Estefania co-founded Menorca Preservation, we believed that we had something to contribute to the environmental context of the island and that there was room for an organisation like us, which seeks, in an inclusive and collaborative way, to reinforce everything that values our natural environment. Now, we no longer believe it: we know it. Fortunately, **in Menorca, much of its community is already aware of the immense environmental value of their surroundings.** However, in order to keep strengthening this mentality, it is essential that we **continue working so that environmental awareness permeates** and reaches all those who both live in and visit the island.

The COVID-19 pandemic clearly showed us, if we did not already know it, the need to have access to diversified, local, sustainable and affordable produce for all. For this reason, we dedicated time to listening to those involved in the primary sector in order to identify where Menorca Preservation could help. This is the origin of **MENORCA PRESERVADA**, a long-term training program to support the implementation of more sustainable farming practices, that seeks to target one of the needs identified in **Menorca's proposed Agroecological Strategy**: training as a tool to help support farmers transition towards more sustainable practices by focusing on soil health and its products.

Along these same lines, the brutally negative levels of pollution and impact of fossil fuel extraction on the earth make it clear to us that a transition to clean and renewable energy is essential. For this reason, when we recognised the opportunity to contribute to **Menorca Biosphere Reserve's 2030 Strategy**, our Steering Committee did not hesitate to support the creation of the Balearic Islands' first Clean Energy Community in Menorca: a community that fosters collaboration between businesses, maximising means. What sense does it make for each warehouse on an industrial estate to have its own photovoltaic installation when we can concentrate the installations and share the energy produced between companies within a certain radius? For me, this initiative is a clear sign that "together we can all win".

Environmental preservation is the greatest global challenge we face. Our goal remains to support the work of local organisations and heroes who work towards the protection, preservation, and restoration of our environment. For this reason, we have not stopped talking about them and raising funds so that they can continue all these initiatives that are so positive for the island. This is proven with the **30 initiatives financed through more than 16 local organisations**; and the increase in donations **we received from business collaborations** that went from just **over €3,000 in 2020 to more than €40,000 in 2021.**

Thank you so much; your support is essential!

Organisational structure



Menorca Preservation's governance is structured through a **Board of Trustees** and a **Steering Committee** made up of a wide variety of people, international environmentalists and local and international home-owners who share their love for the island.

Board of Trustees

Its members assume the legal responsibility of the organisation, answering for the work carried out before the authorities as well as being responsible for the monitoring and approval of Menorca Preservation's annual accounts. Tomás Barrilero, from the Barrilero and Associates Law Firm, also sits on the Board of Trustees and acts as a non-legal member to advise the institution on legal matters and ensure all regulations are met. In addition, to ensure that the decisions of the Steering Committee are consistent with Menorca Preservation's founding statutes, the Members of the Board of Trustees are also part of the Steering Committee.

Steering Committee

Steering Committee members come onboard for a minimum period of 3 years, in order to ensure consistency and cohesion in decision-making. As a team, they meet four to six times a year to approve projects, identify fundraising opportunities, and discuss the organisation's progress.

Despite the context experienced by COVID-19 pandemic, during the 2020-2021 period, the Steering Committee has continued with its functions, meeting a total of ten times. Amongst the most important decisions made are the approval of:

- Menorca Preservation's 2021-2023 roadmap.
- The establishment of a minimum percentage (70%) of funds allocated to projects to remain in Menorca in order to support local economy.
- Internal measures to streamline project approval processes

Menorca Preservation complies with all legal requirements and has a local accountancy firm that manages the finances which are submitted quarterly to the responsible authorities. It also has internal transparency and anti-corruption protocols.



"We are very proud to see what Menorca Preservation has achieved in these 5 years. Rebecca, her Steering Committee, and her local partners have created a platform that is becoming the go-to place for people interested in protecting and restoring Menorca's nature which is unique and magical."



BEN GOLDSMITH, Founder of The Conservation Collective and Co-founder of Menorca Preservation & **JADE BRUDENELL**, Executive Director of The Conservation Collective.

2020-2021 Structure

Board of Trustees and Steering Committee



BEN GOLDSMITH

Co-founder of Menorca Preservation and member of the Steering Committee and the Board of Trustees



EMMANUEL LAGARRIGUE

President of the Steering Committee and the Board of Trustees



PETER SWEATMAN

Member of the Steering Committee and the Board of Trustees



SOFIA VALLEJO GARAY

Member of the Steering Committee and the Board of Trustees



JADE BRUDENELL

Member of the Steering Committee and The Conservation Collective Exec. Director



MIGUEL NOGAES

Member of the Steering Committee



GEORGE ANSON

Member of the Steering Committee



ALEXANDRE QUIRICI

Member of the Steering Committee



GENEVIÈVE JOANNIC

Member of the Steering Committee

Team



Menorca Preservation's team is led by Rebecca Morris who has been its Executive Director since the foundation's constitution in 2017. During 2020 and 2021, Rebecca led the implementation of Menorca Preservation's projects with the support and collaboration of the volunteer Núria Sintes Llopis. During these two years, Rebecca has reinforced and restructured her work, increasing the funds raised and the impact of projects supported. Despite lockdowns, together they have been able to maintain direct and personalised contact with all institutions and people involved with Menorca Preservation. Undoubtedly, developing close and personal relationships is one of the organisation's main characteristics.

In 2020, Marta Pérez López joined the team as an external coordinator for the Plastic Free Menorca Alliance, managed by Menorca Preservation.



REBECCA MORRIS
Executive Director

Rebecca grew up in Menorca until leaving for University in the United Kingdom. After finishing her studies, she worked over eight years for various NGOs as projects coordinator and manager in different countries around the world. In 2013, she returned to Menorca to settle down with her husband and start a family. She is grateful to be able to contribute to the preservation of Menorca, her home.

Collaborators



NÚRIA SINTES LLOPIS
Volunteer

Núria is a Menorcan in love with her island and the Mediterranean. Director of touristic establishments, she combines her profession with collaborations and volunteering for NGOs. Mother of two children, her desire is to contribute to the conservation and improvement of the environment, from different perspectives, to make our planet a better place, day after day.



MARTA PÉREZ LÓPEZ
Coordinator of the alliance Plastic Free Menorca

With a degree in Environmental Sciences and expert on tourism and coasts, she is also an environmental and tourism consultant with experience in studies on the environment, tourism, and territorial planning in the Balearic Islands, Catalonia, and Costa Rica. Marta, as coordinator of the PFM Alliance, works in constant contact with the Menorca Preservation team.

The Conservation Collective

+1,3M€
delivered
to local
initiatives

16
foundations
created

The Conservation Collective was born in 2008 when nature lover Ben Goldsmith created Ibiza Preservation (IP) with a group of friends who shared a love for the beautiful island and concern about its unsustainable growth patterns. This group of people created a club of donors willing to make an annual donation to give funds to local groups dedicated to protecting and restoring nature.

This is how **The Conservation Collective** emerged, established as a network of local foundations that work to defend, recover, and sustain nature. From this organisation, they encourage people and companies to donate to local initiatives, raising awareness about problems affecting climate and biodiversity. They also promote collective action, encouraging communities to adopt more sustainable habits. **The Conservation Collective** provides support and resources to local foundations belonging to the network in four areas: fundraising, strategic development, local leadership, and governance.

During this reporting period, **The Conservation Collective** was formally established as a charitable, non-governmental organization in the United Kingdom (March 2020). Since then, and thanks to advisors and members of the Board, they have developed a **Theory of Change** which details how the group achieves its main objectives as well as laying the structural and governance basis for monitoring risks and performance indicators. During this period, a **Global Advisory Panel** has also been created, made up of experts in each of the environmental and scientific fields of interest in which the 16 foundations belonging to The Conservation Collective operate, in order to give them support and advice.

For **The Conservation Collective**, the best way to combat environmental problems is through the very people who love their environment; those who suffer the direct consequences of environmental threats caused by climate change. They are the most capable and best positioned for action.



Theory Of Change



The Theory of Change created by The Conservation Collective establishes a chain of action focused on two very specific levels of approaches: on the one hand, from The Conservation Collective where new foundations are started and supported and; on the other hand, from the same foundations that form The Conservation Collective which work with local communities to reinforce work on the ground.

As a consequence, these actions cause social, cultural, and economic benefits such as: people having greater appreciation of the natural world, public institutions taking actions in favour of the environment, or companies being more aware of their own environmental impact and promoting their transition towards a more sustainable model.

And finally, all these sociocultural and economic benefits produce a positive impact on the environment; promoting the preservation, protection, and regeneration of natural habitats, contributing to the flourishing of native species, adapting to and slowing down climate change, or reducing pollution and greenhouse gas emissions.

CONSERVATION COLLECTIVE ACTIVITIES



Launching new foundations



Fundraising



Knowledge sharing



Quality assurance & risk management



Speaking with a collective voice



Working through communities



Encouraging more, and more effective, environmental philanthropy



Supporting grassroots environmental work



Raising awareness of the natural world and its value



Improving the effectiveness of projects that protect, preserve & regenerate environments



Promoting and supporting collaboration



Encouraging businesses and consumers to act more sustainably



Influencing governments and other institutions

FOUNDATION ACTIVITIES

SOCIAL, CULTURAL & ECONOMIC OUTCOMES



People have a greater appreciation of the natural world



Governments, public institutions and media act in ways that support the natural world



Businesses become nature positive



Changes in public behaviour to better preserve, protect and regenerate the natural world



Reduced waste and improved waste management



Increased use of low carbon technology and energy

ENVIRONMENTAL IMPACTS

Preserve, protect and regenerate natural habitats

Helping native species to thrive

Slow down and adapt to climate change

Reduce pollution and greenhouse gas emissions



Identification of microplastics
during one of You Social Volunteer -
O Plastic's expeditions in 2021.



"I have been visiting Menorca since the late 1970s and I want to be part of the team that preserves that same experience for future generations, investing in our island and its people."

PETER SWEATMAN, Steering Committee and Board of Trustees.

03.

Our priorities



Menorca was declared a **Biosphere Reserve in 1993 by UNESCO** and, on 19th June 2019, UNESCO approved the extension of its limits incorporating to the entire marine area that surrounds the island from the coast, 12 nautical miles offshore. This way, **Menorca became the largest Marine Biosphere Reserve in the Mediterranean, going from 71,191 hectares to the current 514,485.**

This is a great achievement for the conservation of our island; proving that here, in our little paradise, we already have a society that is aware of the importance of finding a balance between human activity and the protection of our environmental heritage.

Taking this context into account, Menorca Preservation works on the sustainability and preservation of our environment based on three key pillars:



Sea

Marine Conservation and Responsible Waste and Plastic Management



Land

Land Preservation and Regeneration, Local Produce and Fresh Water.



Renewable Energy

Promotion of renewable energies.

Collaboration as a fundamental axis of our work and the Six Degrees of Separation Theory

According to this well-known unconfirmed theory, it would be possible to contact any person on the planet using a maximum of 6 intermediaries, including the final recipient.

One of the fundamental tasks in Menorca Preservation's day to day functions is to further reduce these degrees of separation. Through the implementation of both supported and developed projects, Menorca Preservation actively encourages connections between people and organisations whose visions are aligned so that they can establish fruitful and lasting collaborative relationships. For example, as a result of the creation of the Sant Lluís Energy Community, Nontropia, the implementing entity, has managed to collaborate with Aiguasol cooperative and establish contact with Gea21, R2M Solution, and Traza Territorio companies, creating a support group for clean energy communities. In addition, together, they have won the tender to train IDAE technicians on Clean Energy Communities (€3,500).

The northern part of the island is characterised by beaches with spectacular rock formations.



"I am excited about the role that Menorca Preservation plays in accompanying this incredible island in its transition to net zero carbon emissions (CO2). Their greatest achievement is being a trusted partner for many stakeholders on the island."

MIGUEL NOGALES, Steering Committee.

Currently, **only 18.6% of waste in Menorca is separated at source out of the total waste generated.**

To date, this pillar has been Menorca Preservation's main focus of work because in 2017, when the organisation was founded, there was a significant lack of projects being implemented in this area. Consequently, Menorca Preservation decided to prioritise Marine Conservation (with funding support from BLUE Marine Foundation), supporting both marine research, the creation of protected areas and responsible waste management initiatives.

Marine Conservation

Menorca is known for its crystal clear waters and virgin beaches. Despite its status as the largest Marine Biosphere Reserve in the Mediterranean, the combination of overfishing (as in the entire Mediterranean), the anchoring of boats in important areas of the marine ecosystem, and the high season management of waste which sometimes ends up in the ocean, have all had negative impacts on the island's marine environment.

According to a recent study by Menorca's Socio-environmental Observatory (OBSAM) financed by Menorca Preservation, populations of some fish species have been significantly reduced in recent years. In addition, further research into the state of Posidonia meadows shows that, excessive or illegal anchoring in posidonia oceanica areas has negative impacts on the ecosystems that support these aquatic meadows and their capacity to store carbon. As a consequence, the local Council and Balearic Government launched the Posidonia Protection Service and several local entities are raising awareness on the importance of this vital plant.

Responsible Waste Management

In 1994, the eight municipalities of Menorca came together to form the Urban Waste and Energy Consortium in order to collaborately manage waste on the island: a movement driven by the need to address this pending problem. Since then, significant progress has been made towards waste management processes based on advanced environmental principles. Even so, according to OBSAM data from November 2019, since 2013 the percentage of recycled waste at source has been decreasing. For this reason, the renewal of the ES MILÀ waste plant is such a significant advance.

At Menorca Preservation we believe that together we can turn Menorca into a pioneering territory in marine conservation and an example in the reduction of plastic pollution.

Over 2020-2021, Menorca Preservation has supported research on sperm whales in the north of Menorca, as well as studies on the posidonia meadows in Menorcan waters. In addition, through the funded projects, 120 young people have walked more than 4,000km with the "Kilometers of Plastic for Iris" project, and more than 670kg of plastic waste and 14,500 pieces of microplastics have been removed from the Menorcan coasts.



According to OBSAM's indicators, **the average consumption of water per person in Menorca is higher than the state average, situated at 248.7 litres per inhabitant per day.** A study by Agroassessor shows that **77.3% of agricultural production is concentrated in milk production.**

Within this pillar, Menorca Preservation focuses on **promoting local and sustainable food production** and supporting initiatives that promote the **optimisation of fresh water consumption**. Menorca is **the refuge of an overwhelming diversity of Mediterranean habitats** housing endemic plants and animal species exclusive to the island, some of which are in danger of extinction. Also, Menorca is located on an **important bird migration route between Europe and Africa**. For all these reasons, maintaining and protecting the natural balance of the island is a priority for our organisation.

According to a 2021 study by Agroassessor, **44.8% of the territory is used by the agricultural sector** which accounts for an area of approximately 31,000 hectares. However, analysing the production of agricultural activity, we verify that **77.3% of it is concentrated in milk production**, compared to **5.8% for the production of vegetables or 4.4% for meat production**. For this reason, although in recent years there has been a great push for sustainable agriculture and the consumption of KM0 products (local produce), there is still much to be done.

Another problem within this pillar is the management of fresh water. **44.44% of the 18 wells analysed by OBSAM across the island exceed the maximum nitrate levels** (stable data since 2004). In addition, the average consumption of water in Menorca is higher than normal, mainly due to its usage in urban and tourist areas (gardens, lawns, swimming pools). Agriculture also uses large percentages, and the lack of efficient rainwater harvesting systems for crop redistribution is an increasingly urgent problem.

Menorca Preservation considers it essential to continue promoting the development of the primary sector on the island, promoting solutions that meet the needs of the sector and supporting initiatives that promote its transition towards more sustainable practices and the growth of our local production.

Over 2020-2021, Menorca Preservation, via GOB Menorca, has supported: the planting of more than 150 fruit trees, actions to reduce water consumption, and the installation of 10 hives for beekeeping and honey production in a total of 4 farms as a way of protecting bees on the island. In parallel, due to the crisis caused by COVID-19, and to support local producers, Menorca Preservation bought a total of 20 tons of surplus local produce that was subsequently delivered, over 9 weeks, to vulnerable families.

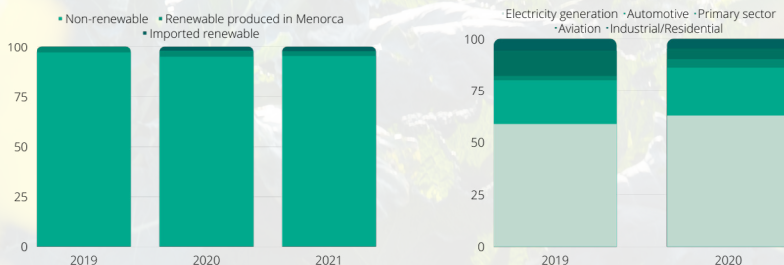


Renewable energy



In the Balearic Islands, **80% of greenhouse gas emissions are concentrated in two sectors: mobility and electricity production.** The Balearic Government approved the Declaration of Climate Emergency in the islands on November 8th 2019.

In 2020, Menorca generated the highest amount of **renewable energy** in the last eight years, although this was only **2.97% of the total of electricity consumed** according to data published by the Socio-environmental Observatory of Menorca in May 2022.




Regarding CO2 emissions on the island, there was an increasing trend between 2015 and 2019, reaching a maximum of 686,387 tons of CO2. This was due to various reasons such as: dependence on foreign sources for food supply, high levels of food waste, lack of recycling, the fact that almost 100% of the energy comes from the Mahón Power Plant (due to the lack of a submarine cable with Mallorca), an insufficient public transport network, and the lack of practice of alternative, active transport compared to the high use of the car. However, in 2020 there was a decrease of 17.5% of emissions due to Covid-19.

As a consequence, the Insular Council of Menorca, in a collaborative process, has detailed the **Menorca 2030 Strategy**, which sets as an objective that **85% of the energy coverage comes from renewable energies** to reach a final reduction of 50% of CO2 emissions by 2030 compared to 1990.

In this context, Menorca Preservation aims to seek innovative and local strategies that contribute to the Menorca 2030 Strategy, considering this work as an essential step for the sustainable way of life in the island to which we aspire.

During 2020-2021, Menorca Preservation focused on supporting the creation of the first Balearic Energy Community in Sant Lluís, understanding it as an innovative project that contributes to the Menorca 2030 Strategy. The project has been implemented in collaboration with the Sant Lluís City Council and the Balearic Institute of Energy and it has obtained more than €200,000 in financing for the implementation of the first photovoltaic installations from 2022.



A single hectare of Posidonia Oceanica meadows captures as much carbon as 15 hectares of Amazon forest, according to statements by marine biologist Carlos Duarte.



"It is an honour to be able to contribute to preserving the island that has given me so much, thanks to the constant work of Menorca Preservation."

SOFÍA VALLEJO GARAY, Steering Committee and Board of Trustees.

03.

Projects



1,37

tons of plastic removed from the sea with the support of Menorca Preservation

18

vulnerable fish species identified in Isla del Aire protected area

289

students aware of marine conservation with Aprende a través del Surfing

Over the years of 2020 and 2021, **80% of funds raised** by Menorca Preservation have been allocated to two types of actions:

- Supporting local projects and initiatives
- Developing and promoting own projects

To maximise resources and enhance its impact, **Menorca Preservation prioritises supporting local organisations** and initiatives already established in the island, with the firm objective of **strengthening groups that are already working in the sector**.

In addition, during the monitoring of these supported projects, collaborative relationships between Menorca Preservation and the supported organisations or groups of people is encouraged. This way, a more intense and long-term impact is ensured. Applying for this support can be done through the application of funds via Menorca Preservation's website.

In parallel, and maintaining the principle of non-interference with other local entities, Menorca Preservation also takes initiative and develops its own projects when it identifies a need that is not being covered by any local organisation. These projects are usually of long duration and Menorca Preservation in some cases, adopts a coordinating role, working together with third organisations on its implementation.

Over two years, Menorca Preservation has supported a total of 30 projects divided into 18 initiatives promoted by local organisations, some of them implemented over various years.

In addition, it has also developed **two own projects**:



**Plastic Free
Menorca Alliance**

**MENORCA
PRESERVADA**

•
PROGRAMA DE
FORMACIÓN
CONTINUA

**Menorca
Preservada**

Mediterranean sperm whale
populations photographed by the
Tursiops Association.



"What we value the most about Menorca Preservation's project monitoring is its involvement in the dissemination and its enthusiasm shown during execution and with a view to making it last over time."

MARGA CERDÀ, Tursiops Association, project coordinator.

Projects supported



Moby Mummy



Tursiops Association



2021 Summer



Northern Menorca



€28,107.97 (Menorca Preservation and Ocean Born: €9,000 - 32% of the total)



Verify and deepen the knowledge of the use of Northern Menorca water by the Mediterranean Sperm Whale as a breeding area.

Data collected through Moby Mummy has contributed to fundamental management measures aimed at the conservation of Mediterranean Sperm Whales. This project is part of the Balearic Sperm Whale Project in development since 2003.

In February 2022, a petition for the inclusion of the Mediterranean Sperm Whale in the Spanish Catalogue of Endangered Species (CEA) as "Endangered" was registered at the General Secretariat of Terrestrial and Marine Biodiversity.

European Storm Petrels



Menorca Ornithological Society



April - September 2021



Isla del Aire



€3,000 (Menorca Preservation: €2,000 - 67% of the total)

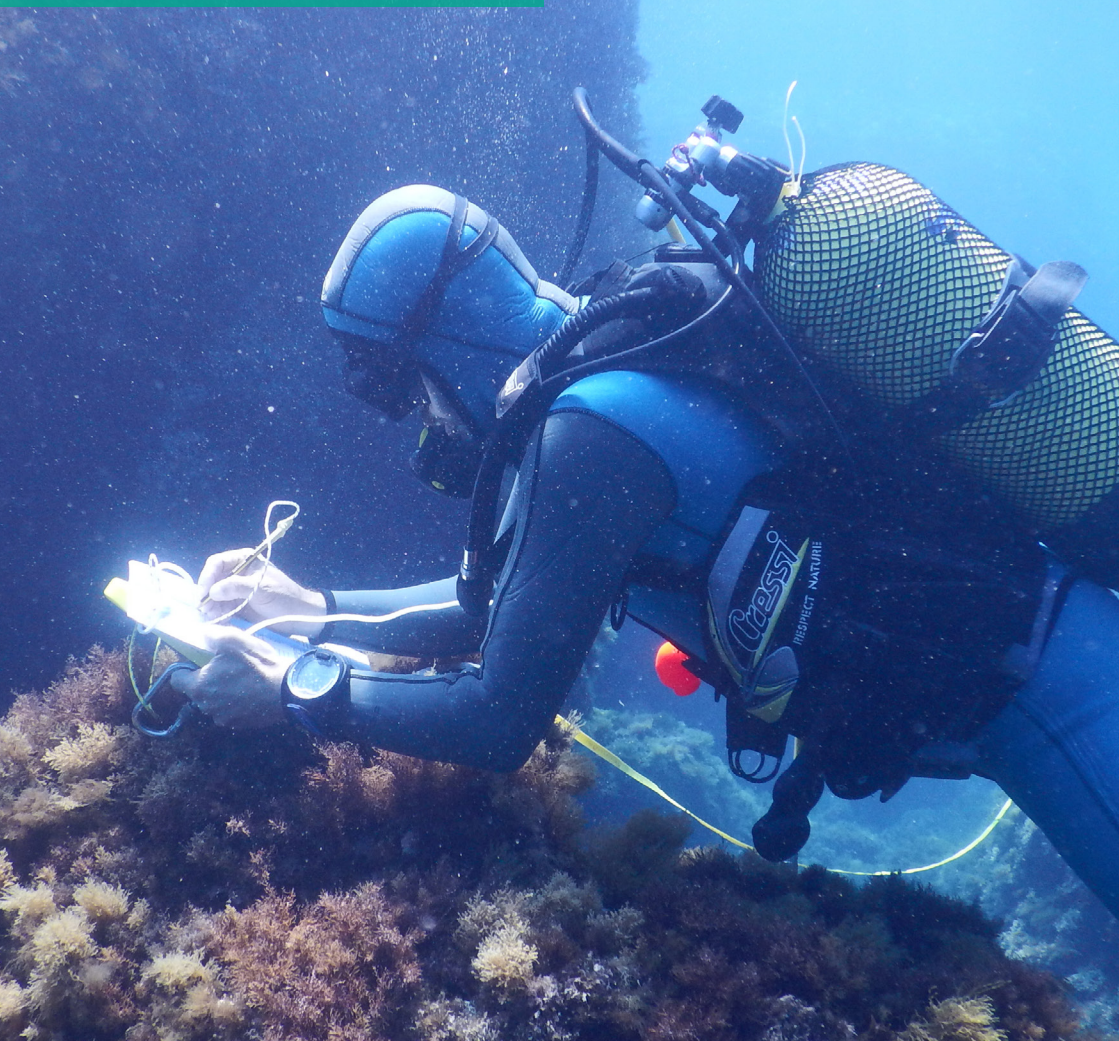


Determine the feeding areas of the European Storm-petrel from Isla del Aire colony, a small seabird measuring only 14cm and weighing less than 30g.

Data received through GPS devices made specifically for small birds, showed 4 complete trips with 333 locations at a maximum distance of almost 400km. In total, the average distance travelled on each trip was 1,159 km in just 3-4 days.

This data confirms that the storm-petrels of Isla del Aire colony do not move through the same feeding areas as other colonies of the Balearic Islands and Eastern Spain.

Immersion for the study of fish
vulnerable to fishing developed by
IME-OBSAM during 2020.



"This project's funding has given a job and experience to young women trained in scientific disciplines who, thanks to these projects, can improve their training and their CVs and open doors for them in the future."

EVA MARSINYACH, Responsible for Marine Environment monitoring,
IME-OBSAM.

Projects supported



Marine impacts



Socio-environmental Observatory of Menorca (IME - OBSAM)



April - December 2020

March - December 2021



Marine Environment of the Menorca Biosphere Reserve



€47,452 (Menorca Preservation:
€12,517 - 26% of the total)



Contribute to improving the conservation status of Menorca's marine systems and in the possible restoration of the impacts that are already affecting them.

During this project, **37 potential threats were identified to Menorca's marine environment**. These were catalogued and mapped according to level of risk. Consequently, a series of project suggestions were developed to address such impacts.

It has been confirmed that the Posidonia oceanica meadow affected in 2010 by a bentonite spill is still in poor condition and a restoration project has also been coordinated with IMEDEA.

Study of fish vulnerable to fishing



Socio-environmental Observatory of Menorca (IME - OBSAM)



June - December 2020



Isla del Aire



€21,444 (Menorca Preservation:
€8,720 - 40% of the total)



Monitor the evolution of the new Isla del Aire Marine Reserve and the S'Albufera des Grau Natural Park.

18 fish species considered vulnerable to fishing were identified and the extent of fishing pressure on fish communities associated with rock - formed seabeds was evaluated through visual censuses.

This has allowed for the sampling of fish populations vulnerable to fishing in Isla del Aire Marine Reserve for the third consecutive year, favouring the expansion of the database and the evaluation of the status of fish populations one year after the approval of the new marine reserve.

Young people from Menorca
participating in the excursions
organised by “Kilometres of Plastic
for Iris” project during 2021.



“What I liked the most about “0 Plastic Expeditions” is that it has radically changed my perception about the seriousness of the impact that plastic has on the ecosystem today.”

Expedition volunteer.

Projects supported



Kilometres of Plastic for Iris



YouSocial Volunteer - 0 Plastic



4 months in early 2021



Menorca and Mallorca



€7,400 (Menorca Preservation and Mallorca Preservation: €3,700€ - 50% of the total)



Organise excursions in nature while sharing ideas to reduce plastic pollution on the islands with students between 16-18 years old.

More than 4,000 km travelled and 120 young people involved whom the project calls the “0 Plastic Warriors”.

The Iris Contest was also organised, for which young people had to create a video under the slogan 1 MINUTE FOR YOUR ISLAND, answering the question: **“What would you do to protect your island from plastic?”**. Over 44 entries were received and the winners from each island embarked on a week-long marine science expedition with Save The Med Changemakers aboard the Toftevaag, a marine conservation training ship.

0 Plastic Expeditions



You Social Volunteer - 0 Plastic



2020 and 2021



Northern Menorca, Isla del Aire and Binibeca



€4,400 (Menorca Preservation: €4,053 - 92% of the total)



Awareness raising on the reduction and reuse of plastics.

More than 670 kg of plastic waste and 14,500 pieces of microplastics were removed from our environment between 2020 and 2021.

The first 0 Plastic Expedition was intended as a one-off event but, after seeing its impact, it has become a priority project for 0 Plastic with the 3rd edition already scheduled for 2022, and making way to new responsible tourism projects.

Volunteer awareness and research



Per la Mar Viva



2020



Codolars Northern Menorca



€951 (Menorca Preservation: €951 - 100% of the total)



Cleaning of codolars in Northern Menorca, not included in the Insular Council cleaning contract with the help of Valencia's scouts.

More than 700kg of plastic removed by volunteers and a report prepared to help improve the management of this waste.

A typical palet of the rural
Menorcan Spring colours.



*"Without the support of Menorca Preservation, the Energy Community
would not have been created."*

JESÚS CARDONA, President of Nontropia.

Projects supported



Think global, eat local



Sa Cooperativa del Camp, Mercat d'Es Claustre and Mahón Mercat del Peix



16 weeks between 2020 and 2021



€52,800 (Menorca Preservation: €52,800 - 100% of the total)



Supporting the agricultural sector and vulnerable families during COVID-19 pandemic.

During **2020**, Menorca Preservation bought **20 tons of local product surplus** that had been stalled by the pandemic for distribution to vulnerable families.

In **2021**, with the aim of changing consumption habits and emphasising the importance of local commerce, 140 vulnerable families were supported by the distribution of **520 purchase vouchers** worth €40, for exclusive use in the markets of Sa Plaça and Mercat des Peix.

Sant Lluís energy community



Nontropia, Sant Lluís Council and Menorca Preservation



From February 2021



Sant Lluís industrial estate



€12,000 (Menorca Preservation: €9,000 - 75% of the total)



Creation of a new energy transition instrument from a territorialised social and economic perspective.

Based on the shared self-consumption of photovoltaic solar energy, the **first Energy Community of the Balearic Islands** was created and it already has a legal structure.

The project has obtained funding from the Institute for Energy Diversification and Saving (IDAE) of €111,644 for the implementation of photovoltaic installations and community logistics. In addition, the Balearic Institute of Energy has promised to match this funding and to have an active involvement in the community.

IN PROGRESS

According to an analysis by Agroassessor, the import of agri-food products represents an ecological footprint that is 2.7 times higher than the impact of the consumption and distribution of local products.



"The application process of Menorca Preservation requires little bureaucracy and serves to promote objectives that have been previously mutually agreed upon."

MIQUEL CAMPS, Territorial Policy Coordinator of GOB Menorca.

Projects supported



Farm Stewardship



GOB Menorca



2020



Farms part of the project



€10,429,65 (Menorca Preservation:
€8,430 - 80% of the total)



Contribute to the good management, diversification of production and economic viability of the farms part of the project.

LOCAL PRODUCTS AND IMPROVEMENTS IN FRESH WATER RESOURCES

Thanks to this project, more than **60 fruit trees were planted**, a **pool and troughs adapted for cattle** were repaired, and a **water extraction** control meter was installed.

Water points for livestock and wildlife were also set up to protect the extensive grazing activity that naturally maintains the Menorcan landscape.

Farm Stewardship



GOB Menorca



2021



Farms part of the project



€16,307 (Menorca Preservation:
€4,920 - 30% of the total)



Promote the local and sustainable production of fruit and honey, prioritising the conservation of the landscape.

DIVERSIFICATION OF PRODUCTION AND ENVIRONMENTAL IMPROVEMENTS: TREES AND BEEHIVES

Planting of more than **80 fruit trees in 7 farms and installations of 10 beehives** distributed in **4 farms**.

One of the purposes of the project was to promote the diversification of farm products by adding fig, apple, peach, and lemon trees, among other productive trees.

Awareness and surfing days on the beach organised by the project “Learn through Surfing”, with the collaboration of Paddle Tour Menorca during 2021.



“Students become aware, while having fun, about the impact that our actions have on the marine environment. At the same time, they make commitments to reduce the impact by: using environmentally friendly sun creams or committing to reduce the consumption of plastic bottles.”

DAVID BLANCO, President of Surf And Clean.

Projects supported



Learn through Surfing



Surf and Clean



May - June 2021



Ciutadela



€4,000 (Menorca Preservation:
€2,000 - 50% of the total)



Create a link between students and the sea through dynamic awareness activities at school and surfing on the beach.

289 students from 2 schools in Ciutadela (Pere Casanovas and Margalida Florit), **between the ages of 6 and 12**, participated in more than **12 days at school** (1h / 1:30h) and more than **12 days on the beach** (3h/ 3:30 a.m.).

Both schools have already shared their interest in continuing to participate in this type of initiative and training.

KM ZERO Podcast



Es Far Cultural



6 months in 2020 and 6 months in 2021



€4,696 (Menorca Preservation:
€1,370 - 29% of the total)



Disseminate innovative projects and good practices related to sustainability at the local level.

Two seasons of the KM0 podcast were broadcasted, consisting of a total of **24 chapters (+500 minutes)** talking about sustainability and the preservation of environments, and publicising local environmental initiatives invisible to the majority of the population. The podcast website received more than **7,000 visits** during its first season.

To this day, this broadcast material is still available to any listener.

Menorca Preservation participates in a microplastic identification and awareness workshop at CineMar, implemented by Per La Mar Viva and Menorca Film Festival in February 2020.



"In Km0 (2nd season), giving a voice to educational centres and their projects about environment and sustainability was very well received, and they all thanked for the empowerment that this space offered."

CRISTIAN PONS COLL, President of Es Far Cultural.

Projects supported



Menorca DOC Fest



Es Far Cultural



October 2021



Menorca



€43,782,68 (Menorca Preservation:
€1,500 - 3,4% of the total)



Promote cinema about nature and sustainability in Menorca through Illa de l'Aire Award for best documentary on this subject.

Menorca International Film Festival



Tanagra



14 - 18 July 2020 and 13 - 17 July 2021



Menorca Preservation funded
€2,500



Organisation of the Menorca International Film Festival with a program focused on social factors and sustainability. This festival is a role model in the Balearic Islands.

Welcome to Menorca



Sa Xaranga



October 2021



€4,780 (Menorca Preservation:
€2,000 - 41% of the total)



Creation of a guide with basic tips to promote good environmental practices among families who visit Menorca every year.

II Ornithology Congress



Menorca Ornithological Society



10-12 October 2020



€22,400 (Menorca Preservation:
€3,000 - 13% of the total)



Organisation of the II Ornithology Congress focused on the analysis of "Seabirds: a treasure in danger".

This congress offered more than 60 contributions from bird experts.

Plastic Free Menorca Alliance



PescArt
Initiative

+1,000
followers in social
networks in
2 years

191
sustainable cha-
llenges met with
the Go Zero
Waste app

During its first years, Menorca Preservation financed multiple initiatives of local organisations that focused on the fight against plastic pollution, such as waste removal expeditions on beaches or awareness workshops on the use of single-use plastics. Faced with this situation, and learning from an Ibiza Preservation initiative, in 2020, Menorca Preservation promotes the creation of the **Plastic Free Menorca Alliance**.

The main objective is to be a **platform from which to join forces and maximise resources in the fight against plastic**, facilitating the coordination of the different organisations working towards a plastic-free Menorca.

This alliance focuses its efforts on:

- Promoting the **Plastic Free Balearics certification** for HORECA companies (HOTels, REstaurants, and CATERings).
- Accompanying companies and organisations to reduce single-use plastics.
- Creating a list of local vendors and businesses that offer alternatives to single-use plastic.
- Developing a guide on alternative materials and honest solutions.
- Disseminating awareness and informative campaigns through the Alliance members' channels.
- Identifying new opportunities with which to increase the reduction of the use of plastics.

La Alianza Plastic Free Menorca la integran, además de Menorca Preservation:



Organisation focused on research, monitoring, and evaluation of the Menorca Biosphere Reserve sustainable development.



Organisation focused on observation and research to ensure the good health of the sea.



Organisation focused on promoting and improving local community development. It manages the EAFRD (European Agricultural Fund for Rural Development), the EMFF (European Maritime and Fisheries Fund), and the Local Fisheries Action Group on the island of Menorca (GALP, for its acronym in Spanish).



Organisation focused on helping achieve a sustainable economy, promoting people's lifestyles compatible with environmental values.



IN PROGRESS



IUCN: Plastic free islands



May 2021 to January 2022



Menorca Preservation: €25,160 - 100% of the total



- **Creation of an action plan to reduce plastic pollution in Menorca's tourism, fishing, and waste management sectors.**
- **Create a good practices guide.**
- **Obtain a commercially viable product from plastic waste generated on the island.**



The Alliance obtained the consultancy offered by the **International Union for the Conservation of Nature (IUCN)** under the call “**Plastic Free Islands**” through which it developed an action plan to reduce plastic pollution in the Mediterranean, as well as a list of good practices. **Fishing nets discarded by fishermen** were identified as potential recyclable plastic to be reprocessed into new products, so the Alliance began a pilot test for the reuse of this material and its reconversion into a new commercially viable product. This was possible with the collaboration of several **fishermen's associations, local artists and the Foundation for People with Disabilities of Menorca**. The success of the objects created by the artists promoted the creation of **PescART Exhibition** where all the products created will be exhibited and information will be offered about the development of the identification and reconversion project.

Move for zero plastic!



March 2021



€9,000 (Menorca Preservation: €7,126 - 79% of the total)



- **To promote new and best practices of sustainable consumption in citizens and companies through an APP.**

Through this campaign, the mobile phone application **GoZeroWaste** was promoted. It offers resources and challenges to citizens and companies with which to adopt new sustainable consumption practices.

79 people participated by completing **191 challenges**, thus **saving 205kg of waste**. **33 companies** were also registered in the app.

The oil produced from Ullastres olives is highly appreciated for its strong flavour and body.



"Menorca Preservation had an active participation when we were seeking collaborations with other organisations and institutions, being present continuously throughout the project implementation."

ROSER FEBRER, Technical engineer at Agroassessor.



November 2021 - In progress



Menorca




€50,000 (Menorca Preservation, MAVA Foundation, Cristine Bedford and Leader Association*)

In 2021, Agroassessor Consultors Tècnics S.L. carried out a report entitled *Analysis of food chains and diagnosis of the local, ecological, agro-industrial and artisanal production sector of Menorca*, promoted by the Balearic Islands Government within the Sustainable Balearic Islands plan. The document identifies a **mismatch of 186,000 tons, between import and export, of agri-food products in Menorca** (only dairy products are capable of maintaining a favourable input and output balance). In this way, **the ecological footprint of these imports is 2.7 times higher than the impact of the consumption and distribution of local products**. For Menorca, this entails a huge dependence on imports with the **island's self-sufficiency capacity being only 16.1%**.

Faced with this situation and having identified in the **Menorca Agrifood Strategy Plan** (2021) a series of needs to be covered in the agricultural sector, Menorca Preservation contacts the Agroassessor technical team to work on a **free training program for farmers and ranchers** that would give support to the sector. Once the program was established, to maximise the project's success, Menorca Preservation presented it to many organisations from multiple fields in order to bring together the maximum possible support and ensure collaboration and cooperation of all stakeholders in the sector.

Menorca Preservada training program has a total duration of **140 hours** and it is divided into **5 main areas of learning**: farm management, sustainable production bases, vegetable production, animal production, and marketing. Its implementation will take place in weekly sessions of between 2 to 4 hours between January 2022 and December 2023.

* At the beginning of 2022, the Leader Association contributed to the project by providing part of the funding. However, Menorca Preservation is still looking for collaborators with whom to continue funding this vital project for the agricultural sector and the preservation of Menorca.



The quality and flavour of Menorcan gastronomy, such as *oliaigua* or stuffed aubergines, depend on the food produced by the island's agricultural sector.



"The process of receiving the funds from Menorca Preservation allows us to have the necessary resources and means from the beginning of the project to be able to implement it correctly."



ALBA CARBONELL and ALEX MUR, Co-founders of YouSocial Volunteer Association (0 Plastic).



05.

Financial summary

Menorca Preservation's growth and the trust granted by third parties is also evident in the financial report of 2020 and 2021.

The team managed to **double donations in just one year**, reaching €223,369 in 2021 (an increase of 118%). This **growth** was also **evident in the number of business collaborations** and the money raised through them which went from €5,558 to €43,744.50 in the same period of time (increase of 687%).

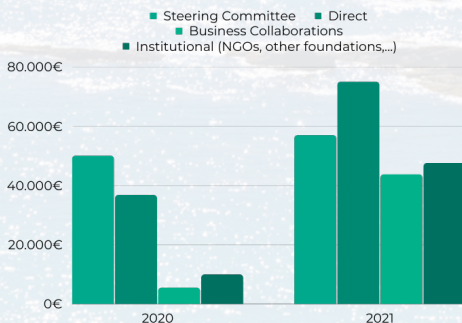
Menorca Preservation **has allocated 80% of all this income received to its foundational purposes** reaching **more than €243,000 to support local initiatives** as well as the development of projects.

INCOME VS EXPENSES*



*Since its foundation, Menorca Preservation has maintained expenses below the income received. However, in 2020 this trend changed by including pending expenses from the previous year.

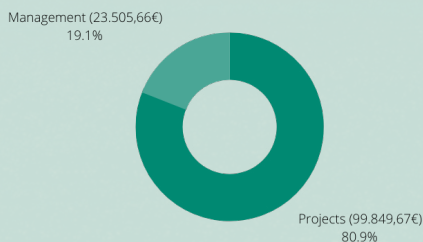
DONATIONS



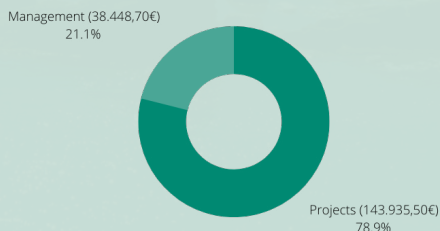
Total raised in 2020: €102,341

Total raised in 2021: €223,369

EXPENSES DISTRIBUTION 2020



EXPENSES DISTRIBUTION 2021



Menorcan vegetation is dominated by evergreen and small-leaved trees and shrubs, although there are also deciduous autochthonous species.



"What I value the most about the dissemination of Menorca Preservation is the visibility it gives."

CARLOS SALORD QUETGLAS, President and Founder of Per La Mar Viva.

06.

Promoting local stories



Menorca Preservation focuses its communications on raising awareness and the importance of preserving Menorca's natural heritage, promoting actions that protect and regenerate the island. Due to a firm conviction that a large part of our positive impact depends on our ability to increase environmental awareness, Menorca Preservation puts all its efforts into highlighting the results achieved both with our own projects as well as those supported via other entities.

Over 2020 and 2021, this communication took place mainly on social networks (Facebook and Instagram) reaching **more than 42,000 people**. In addition, work has also been done on the dissemination of the organisation's newsletter with **more than 1,100 subscribers**.

In parallel, Menorca Preservation has also supported outreach actions such as the KMO podcast which consists of more than 500 minutes narrated about local environmental initiatives unnoticed by the majority of the Menorcan population; the promotion of nature's protection and sustainability through Illa de l'Aire Award as part of the Menorca DocFest; the sustainable and social Menorca International Film Festival which has established itself as a benchmark in the Balearic Islands; the publication of several communication products on good environmental practices and the organisation of the II Ornithology Congress focused on the analysis of seabirds.

25-44

average age of
social media
audience

+1,100

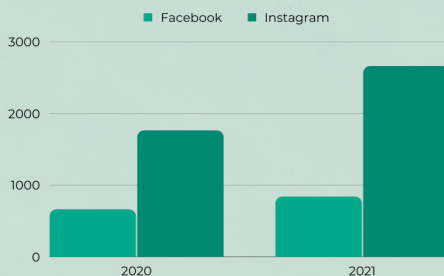
subscribed to
our newsletters

+65%

of the audience
are women



FOLLOWERS ON FACEBOOK AND INSTAGRAM



In the Menorcan countryside there are fewer and fewer fruit trees. This is why it is essential for Menorca Preservation to continue supporting the agricultural sector.



"Menorca Preservation has offered us the possibility of contributing to training and sharing knowledge among the farmers of Menorca. Together we have created a program designed to empower them so that they can make the best possible decisions in the most efficient and environmentally friendly way possible."



FRANCESC FONT, farmer and technical agricultural engineer, Director of Agroassessor.

07.

A look into the future



"For Menorca Preservation there is no project more important than another: the sum of all of them is what promotes the change to which we aspire."

EMMANUEL LAGARRIGUE, President of the Steering Committee and the Board of Trustees.

As this report reflects, Menorca Preservation has outlined a roadmap focused on combating the effects of climate change and pollution on our island. In these two years, we have supported projects initiated and led by local entities.

This seedbed of initiatives has shown that, in Menorca, there is an abundance of awareness and know-how in terms of preserving the environment. Our goal is to be enablers of local hero-led change and to continue driving this incredible network of initiatives forward.

From here, it is essential that Menorca Preservation continues on its path as a neutral entity focused on promoting environmental projects, promoting inter-institutional collaborations, and raising awareness among all those people who love our island, whether they are visitors or residents.

In the coming years, Menorca Preservation has as priorities:

- Promoting collaborations between local heroes and experts to optimise resources and ensure greater results.
- Prioritising the three foundational pillars: sea, land and renewable energy; looking for a holistic implementation of all three.
- Focusing on measuring and understanding the impact obtained by the projects we support.
- Strengthening our role as promoters of change towards a more sustainable Menorca.
- Finding new donors to be able to help more local projects.

Thanks to all members of our small community (donors, heroes, institutions, and local entrepreneurs) contributing to make Menorca and its Biosphere Reserve a benchmark in terms of sustainability in Europe.

Let's continue!

The south coast of Menorca is the perfect combination of white sand and turquoise waters.



"I am very proud to be part of a foundation like Menorca Preservation but also, my commitment as a member of the Steering Committee has undoubtedly made me change, making me even more aware of the importance of taking care of our island."

GENEVIÈVE JOANNIC, Steering Committee.


08.



Would you like to collaborate?

We need inspiring people like you so that we can continue supporting and promoting projects that contribute to protecting our island!

We suggest various forms of donation and/or collaboration aimed at both **individuals and businesses and organisations** that want to contribute so that we can continue funding environmental initiatives, maintaining our level of dedication and efficiency, although **absolute flexibility is part of our DNA**.

	DONOR €10/month	FRIEND €2,000/year	SPONSOR €5,000/year	STRATEGIC €10,000/year
Available for...	Individuals	Individuals Businesses Organisations	Individuals Businesses Organisations	Individuals Businesses Organisations
With the donation we can...	Promote environmental projects on our island.	Promote initiatives of a more immediate nature such as plastic collection.	Strengthen projects of local organisations such as marine research.	Strengthen projects of a more strategic nature such as Menorca Preservada.

STEERING COMMITTEE • €10.000/year

Being part of the Steering Committee means taking a further step in your involvement with Menorca Preservation, assuming responsibilities such as attendance at monitoring meetings, approval of supported projects, fundraising or supporting in the financial management of the foundation. If you are interested in taking part, contact our team.

MAKE YOUR CONTRIBUTION

Send us an e-mail with your name, telephone number, address, and the option that best suits your preferences to: **contact@menorcapreservation.org** or call us at **+34 696 65 85 90**.

Nothing better than summer
nights on the protected coasts of
Menorca.

THANKS FOR YOUR SUPPORT

Menorca Preservation



www.menorcapreservation.org
contact@menorcapreservation.org

