



## PLASTIC FREE BALEARICS

Four islands, one common objective

PRESS RELEASE – FOR IMMEDIATE PUBLICATION

**The Plastic Free Balearics certification welcomes the new bans set in place by the “Balearic Waste Law” and calls on the Government for regulations on bioplastics, to avoid fake solutions.**

*The certification initiative goes beyond the new laws and aims to help business in the restaurant and hotel sectors of the Balearic Islands to eliminate single-use plastics, substituting them for more honest alternatives.*

Balearics Islands, 19<sup>th</sup> March 2021 - new regulations come into play as the Balearic Waste Law bans the sale, distribution and use of various types of single-use products. [Plastic Free Balearics](#) welcomes this pioneering law and pledges to complement it through an ambitious certification scheme.

Plastic Free Balearics is a new certification that aims to facilitate the reduction of single-use plastics in the hospitality and restaurant sectors of the Balearic Islands. These industries are in fact the main producers of waste in the autonomous community. The certification will help businesses switch from single-use products to less polluting, honest alternatives.

It's a result of the union of two previously existing organisations in the islands. A joining of efforts and resources that brings the Balearics Islands closer to the final objective: being free of single-use plastic.

*“The new law and the Plastic Free certification are two complementary tools. The law prohibits, and the certificate incentivises. We believe the law is extremely necessary as a regulatory measure, and the certification is an excellent tool to reward businesses that are willing to do things better, and for clients to be aware of it”* says Sandra Benbeniste, director of IbizaPreservation.

To achieve this, Plastic Free Balearics proposes more science-oriented actions to curb plastic pollution in the Balearic region. For example, prioritising reusable products and revising the regulations that list “bioplastics” as a sustainable alternative. Bioplastics are plastics made partly or entirely out of natural resources. They create a false perception of being ecological products that easily degrade in nature, but this is not the case.

They can still contain harmful substances and require very specific conditions to degrade, which don't occur naturally in the environment. Even when placed in industrial composters, the results are unsatisfactory. Furthermore, they are still single-use products and do not facilitate a circular economy. This kind of throwaway culture is exactly what the new Balearic Law, along with the European Directives on reuse, recycling and waste reduction, is trying to avoid. In waste recycling plants, bioplastics usually end up in landfills or go on to be incinerated.

These concerns are shared by scientists, environmentalists, international organisations, industries, waste management companies and consumer associations, as revealed in a recent report by the European Commission on the Environment.

Plastic Free Balearics benefits from the support of [Beyond Plastic Med](#), an association based in Monaco that aims to curb plastic pollution through innovative projects.

As drivers of the project, [Ibiza Preservation](#) and [Save The Med Foundation](#) are collaborating with [Plastic Free Ibiza and Formentera](#), as well as [Plastic Free Menorca](#) as a beneficiary, in order to implement the certification system, allowing consumers to identify businesses with solid environmental values.

The initiative also counts on the input and involvement of stakeholders that represent the sectors of the entire region. Project Manager Jaime Bagur adds:

*“On Friday 12th March, Plastic Free Balearics ran an online workshop with experts. Participants included representatives of the Government of the Balearic Islands and the Insular Council of Ibiza, members of the University of the Balearic Islands along with various business associations. The certification proposal was shared with participants, who provided open feedback, comments and suggestions.”*

The certification is now in the final phase of its development and will be launched in the next few weeks. It will start with a pilot phase, where the first businesses to sign-up will have the opportunity to be at the forefront of the project, paving the way for the Balearic Islands to become a tourist destination committed to sustainability.

## WHO WE ARE

### Save the Med Foundation

The Save The Med Foundation is a non-profit organisation that works for the regeneration of the Mediterranean Sea, one of the most fragile seas on the planet. Through cutting-edge marine research, community projects and education, Save The Med communicates science to local communities, inspires action, invites collaboration and helps build a generation of change makers.

[www.savethemed.org](http://www.savethemed.org) @savethemed #GenerationSaveTheMed

### IbizaPreservation

IbizaPreservation is a non-profit foundation that works to preserve, protect and restore the land and sea of Ibiza and Formentera and foster sustainable initiatives. Since 2018, it has promoted Plastic Free Ibiza and Formentera, a movement made up of some 15 local organisations, which raise awareness and advocate for more sustainable practices in order to make the islands free from single-use plastics by 2023.

[ibizapreservation.org](http://ibizapreservation.org) @ibizapreservation  
[plasticfree.es](http://plasticfree.es) @plasticfreeibiza @plasticfreeformentera

### Plastic Free Menorca Alliance

Plastic Free Menorca is formed by five entities in Menorca, all geared toward protecting and preserving the environment. Through the Alliance, they join forces to fight against single-use plastic. The project counts on the support of the Marilles Foundation and Menorca Preservation Fund.

[plasticfreemenorca.org](http://plasticfreemenorca.org) @plasticfreemenorca

### Beyond Plastic Med

Beyond Plastic Med (BeMed) was created in 2015 at the initiative of the Prince Albert II of Monaco Foundation. Today, the Monaco-based association BeMed brings together the Prince Albert II of Monaco Foundation, the Tara Ocean Foundation, Surfrider Foundation Europe, the Mava Foundation and IUCN. Its mission is to develop and support a network of stakeholders in the Mediterranean committed to curbing plastic pollution through innovative and sustainable solutions.

[www.beyondplasticmed.org](http://www.beyondplasticmed.org) @beyondplasticmed #InitiativesBeMed

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