



FESTIVAL
POSIDONIA
MALLORCA
2017

International
Festival

Art

Nature

Sustainable Tourism

Palma, Mallorca

19th-20th May 2017

Deià, Mallorca

27 de mayo 2017

posidonia
MALLORCA



FESTIVAL POSIDONIA MALLORCA 2017

The **Festival Posidonia Mallorca** is a space of dissemination of knowledge and practices that promotes the defense of the natural environment. At the same time it is an opportunity for **sustainable development, education, culture**, celebration and **tourism**.

A laboratory of sustainable solutions for the Mediterranean area that creates a space of experimentation, reflection and promotion. It connects in an innovative way the world of ecology, science, sustainable development, tourism, gastronomy, culture and art.

Definitely, an event designed and produced following sustainable principles with the vocation to contribute to the transition towards a more sustainable Mallorca and Mediterranean area.

Festival Posidonia Mallorca is an annual event held since 2015 in the Island of Mallorca, following the trajectory of the **Posidonia Festival**, International event of Art, Environment and Sustainable Development that, between 2008 and 2015, has been carried out in 15 editions in Formentera (Balears), Carloforte and Tavolara (Sardinia), Sitges (Catalonia), Santa Margherita Ligure (Liguria), and Deià (Mallorca, Balears).

The event is free for the public, with possibility of specific paid activities that would contribute to the realization of the activity itself.



POSIDONIA AS A SYMBOL

We want to spread the vital importance of the conservation of *Posidonia oceanica* (also known as Seagrass in English) as a key element that regulates the ecosystems of Mallorca and the entire Mediterranean coast.

Posidonia symbolizes the aims and spirit of the Festival. It contributes enormously to the spectacular beauty of the Mediterranean Sea, oxygenating it, forming shelters for its fauna, compacting the sand of its beaches and protecting them from the erosion of the waves. A great network of life that connects the whole Mediterranean Sea.

POSIDONIA ASSOCIATION

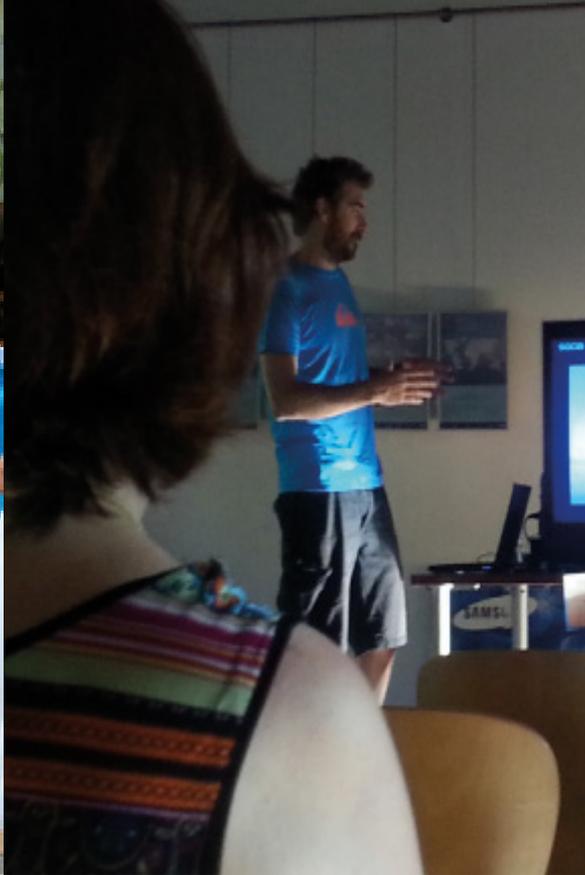
We are an **international non-profit association**. We promote respect for the environment through events, communication campaigns and tourist experiences. The entity was born in the year 2015 in Mallorca as a natural evolution of the Posidonia Festival.

The Posidonia Association, currently based in Mallorca, is made up of multidisciplinary professionals and counts with an international network of partners.



AIMS

- 🌐 **Promoting, in a sustainable way, the knowledge and enjoyment of the extensive natural and cultural heritage of Mallorca.**
- 🌐 **Promoting ecological awareness and sustainable development in tourism and education.**
- 🌐 **Contributing to the transition towards a quality, responsible and regenerative tourism.**
- 🌐 **Contributing to the un-seasoning of the tourist season and connecting the promotion of local activities with the visitors that come to Mallorca.**
- 🌐 **To create a meeting platform and a laboratory for solutions and proposals for ecology, art, culture and tourism, at local, national and international level.**
- 🌐 **Make compatible education and awareness with celebration and healthy party.**
- 🌐 **Make more attractive the municipalities where Posidonia is celebrated, through quality activities.**



EXPECTED ACTIVITIES

Sustainable Tourism Forum

Club Diario de Mallorca

Science and Ecology Workshops

Aula del Mar and other locations

Cinema

Cine Ciutat

Showcase

Moll Vell

Exhibitions

Cultural activities: theater, poetry, audiovisual

Music shows and DJ's

Nautical activities

Tourist routes and experiences

Science and Ecology Workshops

Amphitheater

Music shows and DJ's

Amphitheater

Exhibitions

Sa Tanca Centre

Sustainable Tourism Forum part 2

Town Hall of City Council

Cultural activities: theater, poetry, audiovisual

Cafe Sa Fonda

Tourist routes and experiences

Palma, Mallorca
19th and 20th May 2017

Deià, Mallorca
27th May 2017



TARGET

Local community

Tourists

NGO's

Scientists

Schools

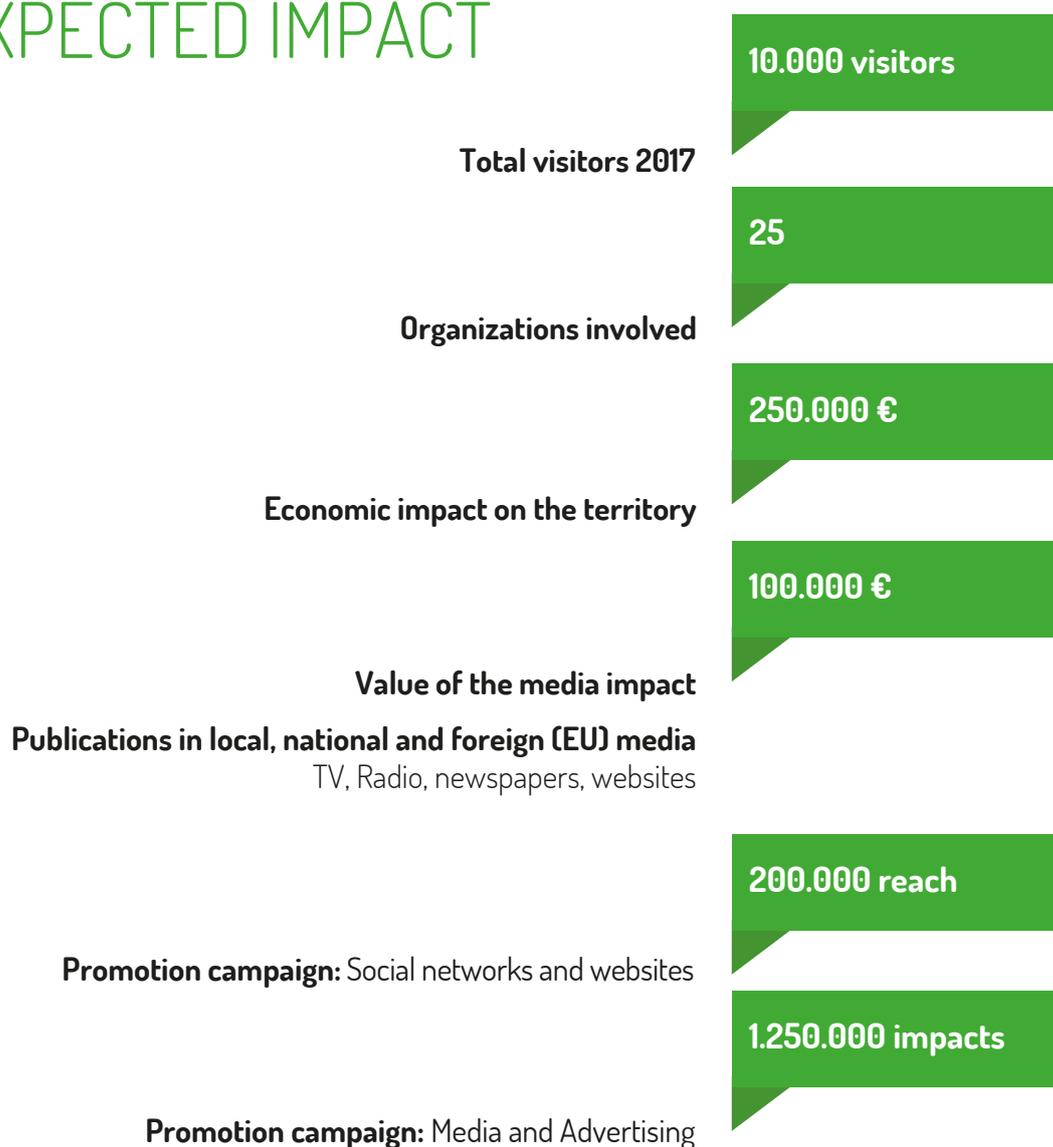
Tour operators

Artists

Companies and Professionals



EXPECTED IMPACT





2017 COMMUNICATION PLAN

Festival Posidonia Mallorca Promotion Campaign:

Festival's own and partners' websites and social networks: Twitter, Facebook, YouTube and Instagram.

Press releases.

Press conference.

Media coverage of the event.

Network of journalists and thematic influencers.

Generation of audiovisual content for the promotion of sustainable tourism in Mallorca during the low season:

The audiovisual contents realized from the contents of the festival, which will be produced and recorded to be used in communication and promotion throughout all year long through different formats and platforms.

The contents prepared and / or selected for the festival by participants and partners.

Communication and promotion actions throughout all year long.

Communication and promotion will take care of the synergies with the communication goals of the partners.



PARTNERS



Organize



Sponsor



G VICEPRESIDÈNCIA
O I CONSELLERIA
I INNOVACIÓ,
B RECERCA I TURISME
/ AGÈNCIA TURISME
ILLES BALEARS



AJUNTAMENT DE DEIÀ
ILLES BALEARS

Partners



Ports de Balears

Autoritat Portuària de Balears



G CONSELLERIA
O MEDI AMBIENT,
I AGRICULTURA
B I PESCA
/ DIRECCIÓ GENERAL
EDUCACIÓ AMBIENTAL
QUALITAT AMBIENTAL
I RESIDUS



Consell de
Mallorca

Departament de Medi Ambient



Fundació
Pilar i Joan Miró
a Mallorca

Ajuntament de Palma



Creu Roja

Illes Balears



DELEGACIÓ
ILLES BALEARS
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CSIC
Universitat de les
Illes Balears



Balearic Islands
Coastal Observing
and Forecasting
System



Diario de Mallorca



Diario de Mallorca



Acknowledgments

UIB — Balears.t — Smart UIB — IEO — Oceana — Ondine — GOB — Tursiops
Fundació Palma 365 — Hotel Belmond La Residencia — Charles Marlow & Bros — Pep lemon
The Islander — Bn Radio — Youthing.es

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