**PRESS RELEASE**

**The Festival Posidonia Mallorca 2017 promotes the debate on sustainable tourism**

**The international program and the Sustainable Tourism Forum will be on 19th, 20th e 27th of May in Palma and Deià**

*Palma, 16th May 2017*

The Conselleria de Turismo of Balearic Government hosted today the press conference for the **Festival Posidonia Mallorca 2017** program presentation. There were Pere Muñoz, Tourism Manager of the Tourism Agency of Balearic Islands (ATB). Josep Manchado, Island Environment Director of Consell Mallorca, Magdalena López Vallespir, Mayor of Deià, and Ricardo Recio, Head of Communications of the Port Authority, with Matteo Trivelli and Alberto Fraile, festival directors.

The great new of Festival Posidonia Mallorca 2017 is the **Forum Posidonia: Tourism, Sustainability and Prosperity**. A group of local experts will discuss and present their strategies to create a new model of tourism: existing sustainable projects and innovative solutions for Majorca will be presented. Subsequently, a space will be dedicated to a participatory process for collecting ideas and their later elaboration and publishing.

This Sustainable Tourism Forum is a key part of Posidonia Festival's program, which will take place in various locations in Palma and Deià on the 19th, 20th and 27nd of May. The activities of the program are all free (concerts, information workshops, exhibitions, guided tours...) are targeted to children and adults, tourists and local people, with the aim of creating a meeting point for finding sustainable tourism solutions. Alberto Fraile, co director of the festival and moderator of the forum, said, "It has been a jump on higher level of quality, it has become a scientific festival where we listen to all the actors to create a space of reflection, without exclusions, with a positive vision of the change of the tourism model". And he concluded: "The festival has no solutions for the change in the tourism sector in Majorca, but we want to create a space for reflection and for emerging the innovative ideas of everyone."

The Posidonia Festival has been held since 2008 in various locations in Spain and in Italy. Its mission is, from the beginning, environmental and scientific awareness of the importance of protecting marine ecosystems, and *Posidonia oceanica* (seagrass) as a symbol, for social prosperity and the continuation of Mediterranean life style. Three years ago it was held in Deià and since then, the festival has the support of the town hall of Deià, its mayor, Magdalena López, during the conference confirmed the support: "I liked the Project from the beginning because sustainable tourism it’s about all of us" and continues "I'm proud of the fact that the event is spreading to other places on the island from Deià.

Matteo Trivelli, co director of the festival and President of the **Posidonia Association**, who promoted the whole initiative, said in the presentation that "this edition focuses on sustainable tourism as a key element to protect the ecosystems of the island and for future generations, being the key factor for preserving our environment ".

After nine years working with the protagonists of the scientific, environmental, political, and civil society, the organizers of the festival explained that "to protect the ecosystems and lifestyle of the Mediterranean, based on calm, tolerance and conviviality, we need a change in the touristic model based on the principles of sustainability." In this regard, the director of the Balearic Tourism Agency, Pere Muñoz, confirmed that "the Posidonia Festival is one of the most important festival in Mallorca, not so much for its size but for the importance of the issues dealt with". This is the year of sustainable tourism and Muñoz continues saying that "celebrating and discussing about this kind of tourism, in a slow and quiet way, as Posidonia Mallorca does, is the best way to tackle these issues." Pere Muñoz stressed the importance of "we have to continue to work to reduce the negative effects of tourism and open debates about the future."

Por su parte, Josep Manchado, director insular de Medi Ambient del Consell de Mallorca, dijo sentirse “orgulloso de participar en un proyecto que defiende la posidonia como sinónimo de vida porque conciencia a la sociedad sobre la importancia del medio ambiente”. Ricardo Recio, responsable de comunicación de la Autoritat Portuaria de les Illes Balears, afirmó que “en Mallorca tenemos que empezar a tomarnos en serio el turismo sostenible”.

Then Josep Manchado, insular director of Medi Ambient of the Consell de Mallorca, said he feels "proud to participate in a project that defends posidonia as synonymous of life because it makes society aware of the importance of the environment." Ricardo Recio, Head of Communications of the Port Authority of the Balearic Islands, stated that "in Mallorca we must begin to take sustainable tourism seriously".

The Posidonia Forum will begin with an analysis of the "Myths and Realities of Sustainable Tourism in Mallorca" by Alberto Fraile, moderator of the forum, who will later present innovative ideas Made in Mallorca. Veronica Roselló of Hundredrooms; Nuria Fernández, representative of Rafael Verdera (the oldest wooden sailboat in the Mediterranean); José Plácido Escaño, Peter Diving (immersion system without cylinders); Baltasar Estarellas of Techbuoy (barrier management and maritime access control); and Seabin (project for the installation of marine baskets), will present their projects and how to minimize the impact of tourism on the Mediterranean.

Then will start the round table "Trip towards Sustainability: Challenges and Strategies", where there will be Maria Solivellas, chef and owner of Ca na Toneta restaurant; Antoni Serra, vice president of APTUR-Balears (Association of Housing Rentals) and Marketing expert professor at UIB; Antoni Font, environmental consultant; Julio Batle, professor of economics at UIB; Arantxa García, responsible for sustainable development of TUI; And Miguel Payeras, Director of Balears.t Cluster of Technological Innovation in Tourism in the Balearic Islands.

The second part of the forum will be devoted to the participatory process that will take place in Deià on Saturday, May 27th from 5pm. Here, a team of experts and tutors, starting from the conclusions of the first part held in Palma, will animate the debate and gather ideas for later elaboration and final publication.

Moreover than the Forum, the Festival Posidonia Mallorca 2017 also offers a lot of activities:

* **Friday 19 - Palma**

- The **Fundació Pilar i Joan Miró**, offers a visit to the foundation and to the installation "Posidonia" by the artist Patricia Mato Mora.

- At **Moll Vell**, from 9:30 till 14:00 you will be able to visit the historic La Balear boat. You will also be able to visit the installation by IES Joan Alcover made with recycled materials "Quin es el mar que volem".

**Saturday 20 - Palma**

- The morning will start at the **Aula del Mar** at Portixol, which will offer a day with shows and workshops on comics. At the same time you will be able to attend a family yoga lesson.

- In the afternoon, there will be other activities at **Moll Vell**, such as the "Posidonia trabajando para ti" exhibition, where it will focused by the importance of Posidonia oceanica in the Mediterranean ecosystem and the quality of its waters will be addressed; The performance realized by **Escola Global**; Spaces for collaborating entities; Scientific and educational workshops for children and adults.

* **Saturday 27 - Deià**

- The Amphitheater of Deià will be the center of the festival. Between exhibitions, workshops, tales and foodtrucks, the music will accompany the whole day. During the morning, Aixeca't i balla will present a free dance alcohol free and for the afternoon dj, batucada (band) and live surf rock concert by **The Surfin 'Llimones**.

- At **Cala Deià** on the morning we offer a yoga lession.

- At **Café Sa Fonda** will started guided tours of Deià's natural and cultural heritage. At the same time there will be the presentation of Poetry Context.