

2023 IMPACT REPORT



“

From cold start-up to major catalyst & influencer in 5 short years (four really if you take out the pandemic year). If the MeP was a public company, it would be a unicorn! And there is still so much more to be achieved. Well done Rebecca, and to all of you for making it happen!

GEORGE ANSON,
STEERING COMMITTEE MEMBER

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Menorca Preservation is a charity punching above its weight to protect nature and this beautiful island that so many people call home.

**JADE BRUDENELL,
EXECUTIVE DIRECTOR
CONSERVATION COLLECTIVE**



A LETTER FROM THE TEAM

2023 has been marked by a major push in our fight against plastic pollution, thanks to funding received from the Ministry of Social Rights and Agenda 2030, a real game changer for our foundation

This year has been a huge turning point for Menorca Preservation: if we look at our figures, **we have significantly increased our project funding**, half of which has gone to one of our key homegrown projects: **Plastic Free Menorca Alliance** – and such has been the significance of the work we are doing in this area that in our strategic sessions, the MeP Steering Committee agreed **to create a fourth pillar for this important area of action.**

It has also been **the year of awards**: one from the **Conservation Collective** for our “MENORCA PRESERVADA” training programme for farmers, and another from **Onda Cero Menorca** recognising our environmental work carried out during this year. We’re so proud!

Obviously, in order to achieve such milestones, our team has grown, but so has our reach, and we can proudly say that **over 22,000 people**, of whom over 1,000 were children, **have either benefited from or taken part in some of our initiatives.** Isn't it amazing?

We are very happy with all the **incredible results we have achieved together** and want to say a huge thank you for your kind support during this year!

An underwater photograph showing a school of approximately 15-20 striped snappers swimming in a clear, blue-green sea. The fish are positioned in the middle ground, moving from left to right. Below them is a dense, vibrant green seagrass bed that stretches across the foreground and middle ground. The water surface is visible at the top, with sunlight filtering through, creating a shimmering effect. The overall scene is peaceful and illustrates a healthy marine ecosystem.

OUR WORK



I'm so proud of the team and supporters of Menorca Preservation. We have incubated and funded some truly game-changing environmental restoration initiatives across the island. Menorca is fast becoming a leader among the islands of the world as humanity figures out how to live harmoniously within nature.

BEN GOLDSMITH,
CO-FOUNDER OF MENORCA PRESERVATION

2017-2023 Impact Snapshot



Projects
Awarded



Organisations
Supported



Donors &
Supporters

913,694.90€
Awarded to projects



0 PLASTIC MENORCA -
0 Plastic Diving Expedition

OUR PILLARS

SEA

+317,000€

Awarded

36

Projects
Supported



LAND



+185,000€

Awarded

11

Projects
Supported

ENERGY

+22,000€

Awarded

1

Project
Supported



PLASTIC



+348,000€

Awarded

+20

Projects
Supported

+40,000€

Awarded to 20 small projects carried out by environmental heroes and aimed at raising awareness about our island's natural heritage and the environmental challenges it faces.

2023 OVERVIEW





The greatest contribution of Menorca Preservation's support to our Custodia Agraria Land Stewardship programme is its flexibility: it is a type of funding that reaches areas that other types of public funding, for example, cannot reach.

JARA FEBRER,
COB MENORCA

2023 Impact Snapshot



+20

Projects
Awarded



+10

Organisations
Supported



+22k

People
reached

379,065.28€*

Awarded to new projects

* Including 200,000 € funding restricted to Plastic Free Menorca from Ministry of Social Rights and Agenda 2030



COB MENORCA
Custodia Agraria Land Stewardship
Programme



- 1 Over 120 students walking in nature with **0 Plastic Menorca's** Kilometres of Plastic for Iris project.
- 2 36 sperm whales sighted by **Tursiops Association** through their Moby Mummy campaign.
- 3 180 kgs of plastic collected with the **0 PLASTIC DIVING EXPEDITION**.
- 4 Over 3,400 birds ringed for the Migratory birds Study carried out by **Menorca's Ornithological Society (SOM)**.

- 5 Over 500 students learning about our marine environments with **Surf&Clean**.
- 6 38 farms supported via **GOB Menorca's** land stewardship programme "Custodia Agraria".
- 7 14 areas of Posidonia Oceanica studied by the **IME-OBSAM**

MENORCA PRESERVADA

- 8 Over 130 farmers participating in our training programme.
- 9 1 traditional farm starting our pilot project in transitioning towards sustainable agriculture.

PescArt Menorca

- 10 Over 2,180 fishing nets collected.
- 11 Over 731 kgs of nets upcycled.

Alianza Menorca Sin Plástico

- 12 Over 53,500 water bottles saved (0,50cl).
- 13 Over 94,700 single-use plastic products effectively removed through the Plastic Free Balearics certification.
- 14 12 returnable beach item points installed.
- 15 2 trommels designed and built to filter plastics from sand.

The Plastic Free Menorca Alliance and PescArt Menorca have been supported by



OUR IMPACT

Growing our impact in leaps and bounds

1 Supporting GOB's Custodia Agraria Farm Stewardship Programme

One of the most strategic supports of this year has been the one we have given to this project: with 20 years of work on the ground and **38 Menorcan farms involved**, this is one of the most successful environmental initiatives focused on the island's primary sector.



2 Growing PescArt Menorca

Not only has it become a project with an amazing reach, but it has also managed to **collect over 2,100 discarded fishing nets** this year.



3 Moby Mummy Campaign

The sperm whale nursery is a certainty with **36 spotted this year** and Tursiops has secured significant funding from Banco Santander Foundation that will help them to consolidate the work they have done so far.

4 Fighting against plastic pollution from various angles

Our **Plastic Free Menorca Alliance** has launched multiple initiatives focused on reducing plastic pollution on our island, targeting the **general public as well as local businesses** and **important areas and entities in the tourism sector** such as hotels, restaurants and car rentals.

We delivered:
12 reusable beach item points and
11 water fountains installed, 20 new businesses certified as "plastic free" and **2 trommels manufactured.**



We achieved:

Over **27,000 people** reached, over **53,500 plastic bottles** (0,50cl) saved, over **94,500 single-use plastic products** removed from certified businesses.

OUR IMPACT

Boosting the transition to sustainable farming

5 MENORCA PRESERVADA Supporting the primary sector on 3 levels: training, hand-on-hand consultations and the implementation of sustainable practices on their farms

After 2 years, we can say that the acceptance has been greater than expected and that we are happy of what we have learnt together via MENORCA PRESERVADA. We have better understood the farmers needs and we have been able to identify further actions to continue support the transition to more environmentally sustainable and financially viable farming practices.

- **over 60% of the participants have registered for more than one course:**
- **60 farms assisted the training** – The participation has been much higher than the initial forecasts as **the sum of participants have completed a total of 1514 hours of training.**
- The **high quality and positive feedback** of the courses has led many participants to attend further courses.

IDENTIFYING THE “PILOT FARM”

As a result of all the work carried out in the training programme, **we have been able to identify a traditional dairy farm keen to start its transition to Sustainable Agriculture and become organically certified.**

Our Steering Committee initially approved funding for the 1st and 2nd phases of the project, focused on the farm diagnosis and the development of the action plan, and at the end of the year, the necessary funding to carry out the Action Plan until 2025 was approved. **Very exciting!**



Winner of the Collective Awards 2023 in the category:

Slowing down and adapting to climate change

HIGHLIGHTS OF THE YEAR



JANUARY

Start of the 2nd year of the **MENORCA PRESERVADA** training, focusing on **plant and animal production** and **marketing modules**.



APRIL

Over **3400 birds** ringed by **SOM** in its anual campaign for their **Migratory Bird Study** – 22 volunteers involved, many of them from different parts of Spain.

FEBRUARY

Launch of the “**Menorca 700km2**” round tables at the Ateneu de Maó – **over 300 people** attended some of the sessions!



MAY

Part of the MeP team participated in the **Conservation Collective's Global Gathering** – 5 days packed with productive workshops and interesting discussions!



MARCH

Launch of the 3rd edition of Kilometres of Plastic for Iris, developed by **0 Plastic Menorca** – **over 400 students from the Balearic Islands** walking together for plastic-free islands!



JUNE

The 3rd edition of the **Learning through Surfing** project comes to an end, reaching **over 500 children from 7 different local schools**.

HIGHLIGHTS OF THE YEAR



JULY

We celebrated the 2nd edition of our **Summer Fundraiser Gala** – **over 200 people attended** our event and we **raised over 60,000 euros!**



OCTOBER

We were awarded with the **Onda Cero 2023 Award** in the **Environment category!**

AUGUST

Plastic Free Menorca has almost all its initiatives up and running: the **12 reuse points for beach items** are the ones that have received the most positive feedback!



NOVEMBER

Over 85 people participated in the workshops organised by **PescArt Menorca** during the **European Week for Waste Reduction**.




SEPTEMBER

The 3rd edition of the **0 Plastic Diving Expedition** takes place - **30 volunteers involved** and **over 180 kgs of plastics collected** from our environments!



DECEMBER

Approved! The second part of funding to carry out the **transition to sustainable agriculture** of the **S'Ullestrar farm** for our **MENORCA PRESERVADA pilot farm project!**



2023 COMMS



PescArt has shown us what they promote with the nets we put in the recycling bin. It is a pleasure to see how nets that we can no longer use can be used for such beautiful things.

In addition, we give more life to plastic and solve the consequent pollution problem.

XAVI MARQUÉS
CAPTAIN OF CIUADELLA'S GUILD
Featured in: Retema.es

Our Comms Impact Snapshot



Visits to our website



Press releases published



NEW followers on our social media (Instagram, Facebook and LinkedIn)

Menorca Preservation and/or its supported projects have been featured in over

+140

articles and interviews on TV, local and national newspapers & magazines.



Informal gathering with 16 fishermen from Ciudadela held on 17th March for PescArt Menorca



OUR TEAM

OUR TEAM

Director



REBECCA MORRIS

I am infinitely proud of the hard work the MeP team has carried out this year. MeP started just 6 years ago and to have already awarded over 900.000 € to local environmental projects is an amazing achievement and I can't wait to see what else we can do.



HR & Admin



YOLANDA LÓPEZ

I was delighted to see so many new faces at our Summer Fundraising Gala. It is wonderful to see how the Menorca Preservation family is growing and to confirm that the interest in preserving the natural beauty of our beloved island is a growing trend.



Comms & Impact



SARA D'EUSTACCHIO

This year has proven us that there is still much to be done and that Menorca Preservation can really become a key player in improving the sustainability of our beloved island.



Project Manager



MARTA PÉREZ

This year we had a great opportunity to make significant progress towards reducing plastics on the island and we have succeeded.

I end this year stronger and more excited than ever, knowing that a plastic free Menorca is possible and that we have the team, the commitment and the knowledge to achieve it.



Project Manager



NÚRIA SINTES

I feel that 2023 has been a great year for PescArt Menorca. We were able to expand the project reaching 25 artisans and 79 fishermen and taking the first steps to make the project viable on its own by developing its own image, web, communication plan, sensibilization workshops, etc. However I am sure the best is yet to come!





OUR BUSINESS PARTNERS

OUR BUSINESS PARTNERS



SONBLANC
Farmhouse
Menorca



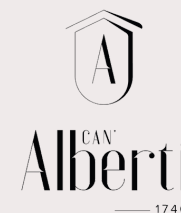
HAUSER
&
WIRTH



MENORCA^{IS}LAND
Events & Travels
Dmc Menorca



BAMBÚ
MENORCA



Biniarbolla

OUR SUMMER GALA COLLABORATORS



Biniarbolla



torralbenc



SON FELIP



Menorca Music Festival



SONBLANC
Farmhouse
Menorca



Also a special thanks to the Tomlin Family and our collaborating artists; Lucía Vallejo, David Monrós, Mariona Vilaseca, Graham Byfield and Silvia Vivó.



Menorca Preservation is a member of the Conservation Collective, a global network of local foundations funding effective grass-roots conservation initiatives to protect the environment, restore nature and safeguard against climate change.

WHAT'S NEXT

We believe that, if 2023 has been a year of great growth, 2024 needs to be another year of major achievements:

- We are **very close to surpassing 1,000,000 euros awarded to local initiatives**, can you believe it?
- Our **Plastic Free Menorca Alliance has secured new funding** from the iconic band Depeche Mode through the Conservation Collective in order to continue implementing amazing plastic free projects on our island.

...And there is so much more to come, that we can't wait for the new year to start!

PLEASE, SUPPORT US AND HELP US FIND NEW DONORS!

As a supporter, you play an important role in our ability to reach more people who, like you, love this beautiful island and are interested in being an active part of its conservation. Would you like to help us reach these wonderful people?



Thank you!

