

Tackling plastic waste in the Mediterranean: TUI Care Foundation launches new Destination Zero Waste programme in Menorca

- *Destination Zero Waste Menorca collects 17,800 kg of plastic waste and collaborates with artisans to give a second life to waste by creating artisan products*
- *The programme engages 60 local businesses through certification and pledge schemes to adopt sustainable practices and reduce plastic use on the island*
- *Initiative is launched as part of TUI Care Foundation's Marine May, which emphasises the importance of marine conservation*

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Berlin, 13th May 2025. *Like many coastal areas, the island of Menorca is facing a plastic pollution crisis. Each year, the island generates more than 100 kg of plastic waste per person, yet only a small fraction is recycled. 75% of the plastics collected on Menorca end up in landfill, while 14% are exported for recycling. With more than 400 kilometres of Mediterranean coastline, Menorca's beaches also receive large quantities of unwelcome macro and microplastics.*

To tackle this crisis, the TUI Care Foundation is working in partnership with Menorca Preservation to reduce solid waste in the natural environment. The three-year project collects 17,800 kg of plastic waste across the island, with at least 4,800 kg recycled and 11,500 kg upcycled. Waste collection activities span various environments, including beaches, seabeds, wooded areas, and rocky coastlines. The collected materials, such as fishing nets, broken parasols, and discarded wet suits are passed to artisans and artists at PescArt Menorca for recycling and upcycling into artisan products and artistic creations.

Additionally, the new Plastic Lab Menorca, will enable and promote the conversion of plastic into viable products. Plastic collection outings are organised with schools, social groups, tourists, and active tourism companies. These initiatives will enable the creation of 30 green job opportunities for marginalised communities through workshops and skill-building sessions, with two exhibitions per year showcasing the results and creations achieved.

The project also engages 60 businesses through the Plastic Free Balearics Certification, targeting hospitality businesses to adopt sustainable practices especially to reduce plastic. Non-hospitality businesses are encouraged to participate in the Plastic Free Menorca Commitment. Sustainable tourism experiences, such as educational snorkelling and scuba diving sessions and upcycling workshops are developed to engage and educate 2100 tourists and promote environmental awareness. Destination Zero Waste Menorca also aims to designate and maintain the first plastic-free beach on the island, promoting it as a sustainable tourism site.

These partnerships are part of the Destination Zero Waste Programme, which inspires new ways to reduce and reuse waste in tourism destinations that create jobs and promote a circular economy. The Programme is implemented in destinations around the world, including Curacao, Jamaica, Zanzibar, Mauritius, Cyprus and Sicily.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands. www.tuicarefoundation.com

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About Menorca Preservation

Menorca Preservation is a non-profit organisation that promotes environmental awareness and preserves Menorca's natural heritage, working in collaboration with local organisations and environmental heroes. Its Plastic Free Menorca Alliance and PescArt Menorca initiatives aim to empower Menorca's local community to address plastic pollution by fostering grassroots actions and sustainable business practices such as plastic-free certifications for businesses, beach clean-ups, reusable beach items points, filtered water fountains and waste upcycling workshops.

www.menorcapreservation.org

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

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