

ACTION REPORT 2021



The NGO Proartso was founded in 2010, and in 2020 its name was changed to Creatives For the Planet.

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The **NGO For the Planet**, formerly Proartso, is an organization that develops environmental awareness projects through art to alert people to the problems caused by plastic pollution in the ocean. We believe that creativity is one of humanity's driving forces, and art is a powerful communication tool to raise awareness and help restore the planet's natural balance. Our mission as an organization is to raise awareness about environmental issues affecting our ecosystem, with a special focus on reducing consumption and reusing waste. Our vision is to protect biodiversity, restore the planet's natural balance, and live in harmony with nature guided by the principles of respect and responsibility.

## Art as a Tool for Social Transformation

The actions and projects developed by FTP are born out of love and respect for natural paradises and the urgent need to protect them from the environmental impact we generate. In recent years, the actions we have carried out include:

- Beach, sea, and coastal clean-ups, as well as the removal of abandoned fishing nets from the seabed, to raise awareness about the problems caused by plastic waste.
- Creation and installation of sculptures made from waste materials to engage and sensitize communities.
- Development of educational programs to train environmental leaders of all genders.
- Bee reproduction programs to enrich biodiversity and introduce families to the world of bees.
- Ethnographic documentaries to recover and share rural traditions.

The actions and programs carried out by For The Planet during 2021 were made possible thanks to:

- **The financiation by**: Consell d'Eivissa y Ajuntament de Santa Eularia, Nassau Beach Club, Tanit Beach, Seven Pines, Messyweekend y donaciones privadas.
- The **collaboration of:** Ibiza Limpia, Plastic Free Ibiza, Associació de Voluntaris d'Eivissa, Amics de la Terra, Ecoradio, One Planet one Life, World Clean Up Day, Fundación Ecopazifico, Beach Warriors, Fundación Conciencia, Associação Arbor, Eco Beach Express, The Minx FX, Mel Salewski, Es Senallo, Can Moving, Esencia Viva, Big Blue diving, ThinkMa, La Bella Verde, Ecoeivissa, Plastic lab, Fomento de Turismo, Ibiza Publicidad, Pciclaje, Cleanwave, Atzaró Beach, Babylon Beach, Stand Up Paddle, SUP Yoga, Cant i Plora, Can Planeta, Club Cala Azul, Walking Ibiza, Kronan Kayak, Kayak Ibiza, AAVV Cala Vadella, Ajuntaments de Eivissa, Santa Eulalia, Sant Josep y Sant Joan.
- The support of all the young people who have participated in the educational programs, and of all the volunteers who took part in the beach clean-ups.

### The Difference Lies in Action



#### - OUR VALUE IS MEASURABLE -

#### Impact in 2021



23,723 kg of waste collected from the seabed, beaches, and coasts during 43 beach clean-ups coordinated with other NGOs in Spain, Colombia, India, and Portugal.



1,395 volunteers across 4 countries

10 sculptures made from plastic waste for educational centers



339 young people trained in 8 educational centers



43 collaborations with other organizations and companies, 6 of them international.



3 visits to the beehives in Ibiza



5 environmental education documentaries

### **Educational Program "The Art of Recycling"**

## **April-Dec 2021**

Through our educational programs, we aim to teach students about caring for and protecting the environment, always from a participatory, creative, and artistic approach. The program "L'Art de Reciclar" seeks to spark creativity in schoolchildren by changing the way they see waste—encouraging them to view it as an artistic resource. We love teaching them to use tools such as screwdrivers, drills, and wire so they can learn different artistic techniques. At the same time, they are reminded of the importance of proper waste separation to protect the environment. This year, with the support of the Consell d'Eivissa, we worked with **339 students from 4th, 5th, and 6th grades in eight schools** on the island of Ibiza, and we produced a documentary that, for now, is being shown only in the schools.









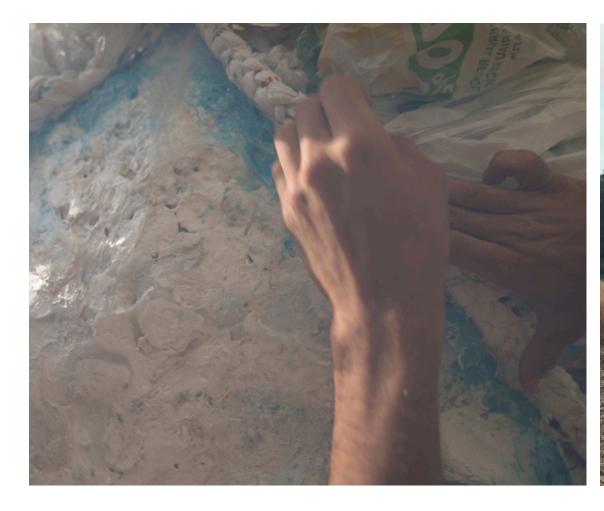


### **Sculpture Tanit**

## **April-May 2021**

As part of the "L'Art de Reciclar" project, the sculpture of Tanit was created with the challenge of **using only materials** from the yellow recycling container. To gather the materials, 5 schools took part, collecting cartons, cans, plastic bottles, and many bottle caps from their homes—since the face of the sculpture was shaped with more than 5,000 plastic caps. This participatory sculpture symbolizes the care for the island, as Tanit is the protective goddess of **Ibiza**, and it carries an important message for young people: "Think, act, and transform."

The Tanit sculpture will now be exhibited in the schools that participated in the project, so that young people can be inspired by art as a tool for communication and see how waste can be transformed into art.







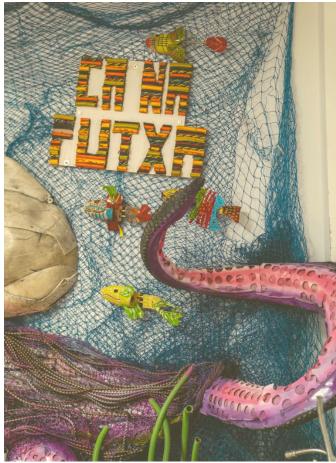
### Sculpture "Cada cosa al seu lloc" (Everything in Its Place)

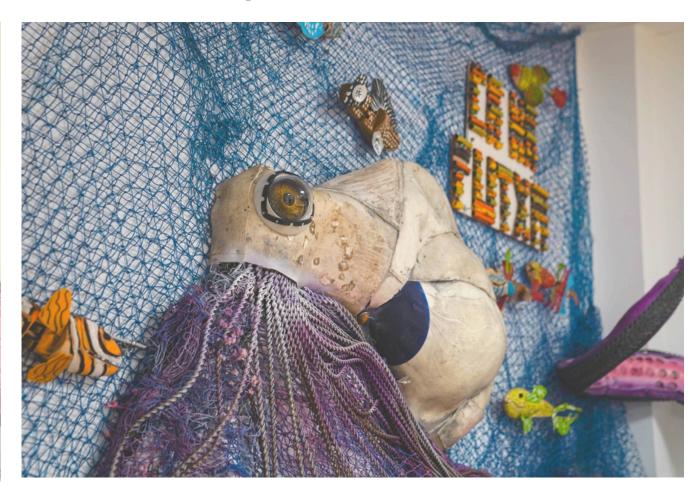
### Nov-Dec 2021

This year we formed an alliance with the **new waste sorting plant of Ca Na Putxa**, inaugurated at the beginning of 2021. An educational classroom has been opened there to welcome school visits, so students can see firsthand where waste goes, how the sorting plant works, and why it is so important to separate correctly at home. At the entrance to the educational classroom, we created a 4x3 meter installation built from waste deposited at the island's recycling centers. The image of the octopus was chosen because it can use its tentacles simultaneously to carry out different actions—just like putting everything in its place. This is an interactive installation designed for visitors to become part of the work itself and use it as a photo backdrop.

The artists involved in the creation of the piece were Jorge Pineda, Guy Gilboa, and Ezequiel Herrera.







### **Educational Program "Heartbeet, the Cycle of Life"**

### **Nov-Dec 2021**

Through collaboration with the **Ibiza Beekeepers Association and the agroecological farm Can Moreno of Es Senalló,** we were able to continue the program "Heartbeet, the Cycle of Life", giving children a multisensory experience and introducing them to the world of bees. During the workshops, **40 young participants aged 4 to 9 painted beehives, made wax candles, helped extract honey**, enjoyed a tasting, and—most importantly—visited the hives with the beekeeper to see the bees up close and learn how to care for them. Observing a beehive in full activity brings us much closer to a deep understanding of nature and the cycle of life.



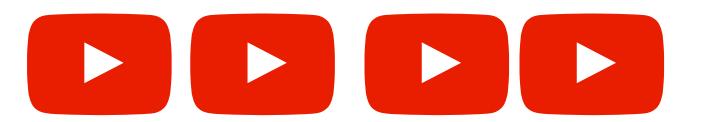








# Ethnoclip Documentaries "Tornem a la Terra"



**April-June 2021** 

In this second season, with the support of the Ajuntament de Santa Eulària, 4 additional ethnoclips were recorded for the series "Tornem a la Terra" (Back to the Land), a project aimed at **preserving the artisanal knowledge of rural women and recovering countryside traditions.** In this way, future generations will be able to learn valuable techniques and skills of self-sufficiency. This season, we learned how to make hierbas ibicencas (Ibizan herbal liqueur), cheese, esparto crafts, and pottery, guided by four rural women (payesas) of Ibiza. The project was directed, filmed, and edited by Harmony Hita and Jorge Pineda.







#### **Terra viva**

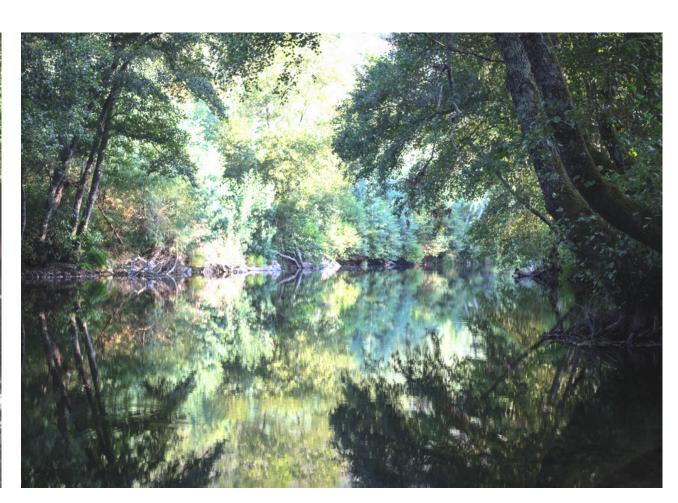


2021

If we want to protect the planet, we must first know and connect with nature. Without the experience of walking through a forest and truly feeling it, we won't be motivated enough to protect it. Over the past year, we **began building an Inspirational Center in central Portugal, in the Serra da Estrela,** with the support of the Alma Foundation. This initiative aims to share knowledge about caring for both people and ecosystems, promoting a life in balance. It will be a place where we invite experts to inspire others, multiplying the positive impact on the planet. The site is an ancient oak forest on the banks of the Alva River, with natural springs—a place with all the ingredients needed to reconnect with nature and live in a self-sustainable way.







### Limpieza Proactiva "A day for the planet"



## 30 May 2021

This year we organized a big day to unite efforts among the local organizations that are part of the Plastic Free Ibiza platform, and we launched "A Day For the Planet". We called on everyone in Ibiza to step outside and clean their surroundings as a symbol of our shared responsibility to care for the planet. Five collection points were set up, and 50 clean-up groups were coordinated across beaches, coasts, and forests, with the support of volunteers and water sports companies—kayaking, paddle, and diving. A total of 479 people participated, and 2 tons of waste were collected. We also showcased innovative technologies such as Eco Beach Express for collecting microplastics and cigarette butts. The day combined clean-up efforts with information, artistic workshops, and environmental awareness performances, while also supporting businesses connected to the sea and respectful of the environment.











### "Beach Clean Up For The Planet" International Agreement

## March-Sep 2021

Our association, Creatives For The Planet, with the support of Messyweekend, has joined efforts, actions, and capacities through strategic international alliances to develop the program "Beach Clean-Up For The Planet." The goal is to raise public awareness through the cleaning of natural environments and to generate greater impact on a global scale. From March to September 2021, in collaboration with Fundación Ecopazifico in Colombia, Beach Warriors in India, and Arbor in Portugal, 43 clean-up actions were carried out across four parts of the world: Colombia, Spain, India, and Portugal. These efforts brought together 1,395 volunteers and collected 23,723 kg of waste from natural environments.











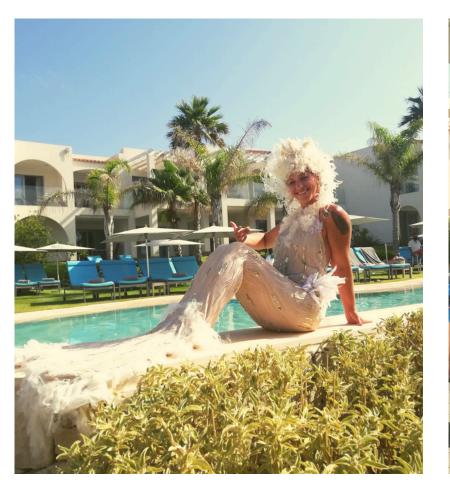
### **Theatrical Performance: KIO**

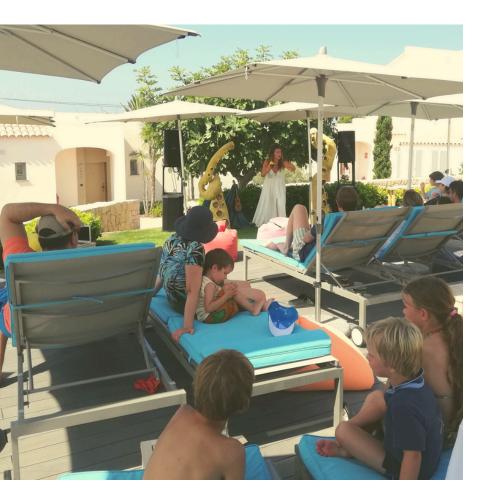
## **Jun-Sep 2021**

Thanks to the collaboration with **Resort Hotel 7 Pines**, we were able to stage the play **"Kio, the Little BIG Seahorse."**This is a theatrical adaptation of the children's book written by a member of our team, Sophia Brucklacher. It tells the story of a small but brave seahorse and his journey to find solutions to plastic pollution in the ocean. **Actress Olivia Gajetzki brings the story to life** with live music, puppets, and a generous dose of creativity and charm, transporting the audience into a space of environmental awareness and commitment. We are now the official environmental partner of 7 Pines, where we are helping to create an eco-conscious children's club: "Kio House of Kids."









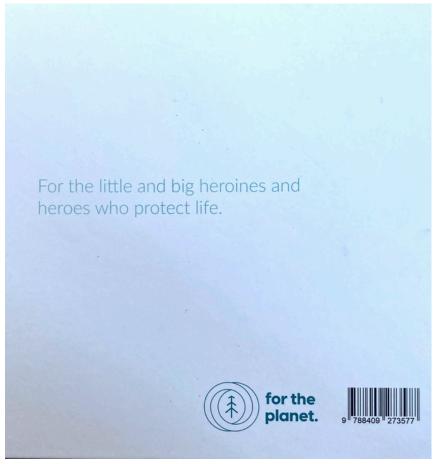
### **Publishing For The Planet**



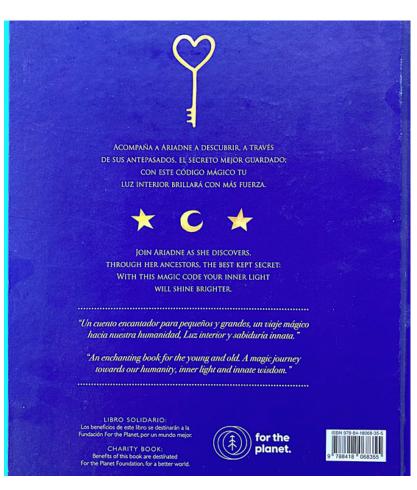
2021

At For The Planet, we are launching a project of book and magazine publications to spread messages that connect young people with the planet and motivate them to be part of the change we need. This year we partnered with two children's stories: "Kio, the Little BIG Seahorse" by Sophia Brucklacher, translated into four languages (Spanish, Catalan, English, and German), and "The Magic Code We Carry Within" by Sofía Marbán, a bilingual book in English and Spanish. For every book sold, a donation will be made to our association For The Planet, helping us to continue promoting the publication of more books for young readers—because the future is in their hands.









## PUBLICATIONS AND PRESS

















# Entrevista Onda Cero min. 15'

https://www.ondacero.es/emisor as/baleares/ibiza/mas-deuno/mas-uno-ibiza-formentera-21042021\_20210421608014fbc8f bb500018d3f57.html



ORGANIZACIÓN MEDIOAMBIENTAL BASADA EN EL IMPACTO

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¡GRACIAS POR TU CONTRIBUCIÓN!

ASSOCIACIÓ CREATIVES FOR THE PLANET

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