



CONTENT

Introduction: Who are we?

Part 1: Impact in numbers

Part 2: Actions taken

We are "Creatives For the Planet," an NGO formed by a group of artists and passionate environmentalists working to restore the natural balance of our planet.

We focus on protecting the environment through **education**, **art**, **and direct action**. We provide a platform for those interested in joining the most important movement of our time: Eco-activism.

Through a network of like-minded individuals, we promote actions, raise awareness through art, and develop educational programs to address environmental issues.

Our **mission** as an organization is to raise awareness about environmental problems affecting our ecosystem, with special emphasis on reducing consumption and reusing waste.

Our **vision** is to protect biodiversity, restore the planet's natural balance, and live in harmony with nature under the principles of respect and responsibility.

Art as a Tool for Social Transformation

Over the past 13 years, our work has focused on inspiring others, raising awareness through experience, addressing socio-environmental challenges with creativity and circular systems, and encouraging hundreds of people to take action and join the global movement of environmental leaders.

The actions we have implemented in recent years include:

- Cleanup initiatives in natural environments
- Educational programs for environmental awareness and education
- Reforestation and animal breeding for ecosystem and biodiversity protection
- Documentaries to preserve the wisdom of ancestral traditions and rural knowledge
- Creating art from waste to raise awareness about consumption reduction
- Circular economy programs: consulting on waste reduction for festivals, events, and companies

Start where you are, use what you have, do what you can!

The actions carried out and programs by Creatives For The Planet during 2024, thanks to:

- **The funding from:** Nassau Beach Club, Tanit Beach, 7Pines Hotel & Resorts Ibiza, 7Pines Hotel & Resorts Sardinia, Hotel Schloss Roxburghe, Consell Insular d'Eivissa, Conselleria de Agricultura i Pesca del Govern Balear and privat donations.
- The collaboration of: Voluntaris d'Eivissa, Plastic Free Ibiza, Associació d'Apicultors d'Eivissa, Ajuntament de Sant Josep de Sa Talaia, World Clean Up Day, CEPCA, Oficina de Residus d'Eivissa, Plustic Lab, Esencia Viva, Ocean Keepers, Child of the Wild, Kio the Sea Horse, Sanima Herbs, Mel Salewski, Trashformation, Asociación Diosa Tanit de Ibiza, Drap-Art y Fantasia Ibiza Festival.

The support of all the volunteers who contributed their time and energy.

The difference lies in ACTION





- OUR VALUE IS MEASURABLE -

Impact 2024



3,890 kg of waste collected from the seabed, beaches, and coasts during 8 beach and coastal cleanups in Ibiza with other NGOs



381 volunteers

5 artworks created with recycled plastic waste



785 participants in school workshops



9 collaborations with other organizations and companies



55 young people participated in the "Cycle of Life"



1 environmental education video on social media

Beachcleanup at Cala d'Hort

20 January 2024

On January 20th, we held our first cleanup of the year at Cala d'Hort beach.

We were **29 highly motivated and energetic volunteers.** In just 2 hours, we removed **80 kg of waste**. Sadly, we found many microplastics, particularly polystyrene, as well as larger items such as polyurethane buoys, ropes, and nets that pose a serious threat to marine life in our seas.

Our commitment to the environment remains strong, and every action makes a difference.

This effort was made possible with the support of Voluntaris d'Eivissa, Ecovissa, Trashformation, and the team behind Kio.







Participation in the collective cleanup of Sant Antoni de Portmany Bay 3 February 2024

We are very proud to have participated and collaborated in the seabed cleanup event 'Sant Antoni Net a Fons,' organized by the Sant Antoni Town Council.

During this event, more than **50 volunteers** and social organizations worked together to remove **3,000 kg of waste** from the bay. Among the items pulled from the sea were a boat, a shopping cart, chairs, and tires.

Unity makes the difference. Some of the NGOs involved included Creatives For The Planet, Arenal Diving, Maltesa de Mar, Salvem sa Badia, One Planet One Life, and Fixy Ong Ambiental.







Pre-production of Recycled Material Mural "Tornem a la Terra"

Feb-May 2024

Pre-production of **Recycled Materials** for the Creation of a **3x3 Meter Mura**l at IES Santa Maria d'Eivissa The mural, titled "**La Payesa**," is being designed to promote the "Tornem a la Terra" project in educational centers. This initiative is being carried out in collaboration with Plustic Lab and artist Ezequiel Herrera.

The project aims to engage art and technology students in creating a mural using **recycled plastic pixels**, allowing them to experience the process of transforming plastic bottle caps into square tiles that will ultimately form the face of a payesa. The process involves shredding the caps, melting them in presses, and compacting them into squares.

The final artwork will consist of over **3,000 recycled plastic pixels**.



Launch of the "Why? No es Guay" Campaign

06 March 2024

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On **March 6**, 2024, in collaboration with CEPCA, the "Why? No es Guay" campaign was launched at the Consell d'Eivissa headquarters.

"Why?" asks "Why is something so harmful to people and the planet being manufactured?"

The campaign is part of a traveling school initiative designed to engage young people and prevent the use of vapes.

Through this artwork, we aim to raise awareness about the health and environmental issues associated with vape consumption. There is a growing threat of finding these single-use products, complete with lithium batteries, abandoned on our beaches and in natural areas.

Artist Jorge Pineda created this piece using 237 single-use vapes.

Ver enlace noticia prensa







Official Launch of the Third Season of "Tornem a la Terra"



08 March 2024

On March 8th, the third season of the documentary series "Tornem a la Terra" was officially presented at the Cas Serres auditorium in Ibiza.

Directed by Harmony Hita, filmed by Jorge Pineda, and funded by the Oficina de la Dona of the Consell Insular d'Eivissa, the event showcased five ethnoclips dedicated to rosemary, olive oil, figs, honey, and flaó. The women featured in the documentaries were the stars of the evening, supported by an audience of over **80 people**. Between each video, the five educational guides created to promote the project in schools were also presented.





Feature on IB3 to Present the "Tornem a la Terra" Project

08 March 2024

IB3, the public television of the Balearic Islands, has recognized the vital role of women in agriculture. To mark the celebration of International Women's Day on March 8th, the network featured an interview with director Harmony Hita and three women who participated in the "Tornem a la Terra" series: Laia Ribas, Marina Cardona, and Catalina Benet. The report emphasized the importance of preserving agricultural knowledge, not only for health and the environment but also for the economic empowerment of rural communities.

A heartfelt thank you to IB3 Noticias for this feature!

Ver reportaje de IB3

CATALINA MARÍ TUR
Finca Can Joan Benet



Cala Pada Beach Cleanup with "Kio, the Seahorse"

03 April 2024

On **April 1,** 2024, we carried out a beach cleanup at Cala Pada with over 18 children from Child of the Wild. We collected more than **10 kg** of plastic and trash, transforming the landscape of our beloved beach with every piece of waste we removed. A special thanks to Kio, the Seahorse, and the amazing Olivia Gajetzki, who brought fun and art to our mission with their incredible performance! Together, we are making significant changes to protect our planet.







Educational Program "Medicinal Garden: The Cycle of Life"



27 April 2024

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On **April 27**, we invited families from **CEIP Torres de Balafía** to a day at the Sànima Herbs garden, a beautiful and magical place filled with aromatic and medicinal plants.

We took a tour of the garden to learn about, touch, and smell different species of aromatic, medicinal, and culinary plants.

Participants engaged in sensory activities to test their senses and created their own natural products, including perfumes and massage oils.



Mural Installation "Tornem a la Terra"

17 May 2024

Installation of the 3x3 Meter Mural on the Facade of IES Santa Maria d'Eivissa

The mural aims to raise awareness among viewers about the issue of plastic pollution.

This artwork was created using 15,000 recycled bottle caps, transformed into 3,700 pixels measuring 3 cm x 3 cm, to promote the "Tornem a la Terra" project.

Additionally, three artisanal recycling workshops were held with art and technology students from IES Santa Maria d'Eivissa to teach them about the plastic recycling process and its artistic potential.









Presentation of Artwork on World Recycling Day

17 May 2024

On May 17, World Recycling Day was celebrated, a day established by UNESCO in 2018.

This year, the Department of Environment of the Consell Insular d'Eivissa presented the artwork "Marine Plastic Pollution" in the center of Ibiza. The piece was created last year with 195 students from three secondary schools on the island: IES Santa Maria, IES Algarb, and IES Quartó des Portmany.

As an installation, the artwork invites viewers to move around it. Depending on their position, they can see either a clean beach and seabed (representing the year 1950, before plastics existed) or a polluted scene where waste is indistinguishable from fish (projecting the year 2050, when it is said there will be more plastic than fish in the sea).







Participation with Reusable Cups at Fantasia Festival



17,18, 19 May 2024

This year, the **Fantasía Ibiza Festival** featured the management of reusable cups by Creatives For the Planet.

The NGO had its stand at the festival for all three days—May 17, 18, and 19—in Ibiza's old town.

Through the "Circular Cup" initiative, we promoted a more sustainable consumption model, helping reduce the use of single-use plastic cups at events. We developed a circular economy program that allowed all participants to contribute directly to environmental care.





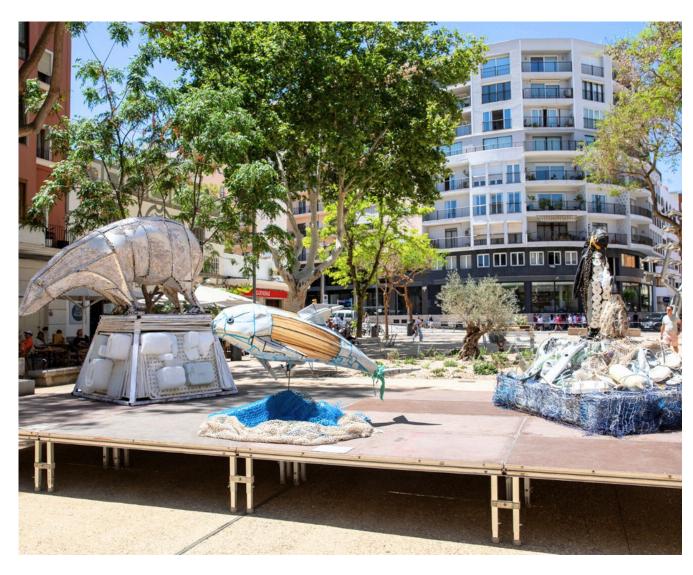
fantasía ibiza festival



This year, the **Fantasía Ibiza Festival featured the presentation of six large-format artworks** by Creatives For the Planet.

The NGO exhibited these large-format sculptures, created from waste, in Ibiza's old town during the three days of the festival, May 17, 18, and 19.

Art made from waste, or art-cycling, is a powerful tool for raising awareness about the amount of waste we produce, much of which contributes to environmental problems on our planet.







Coastal CleanUp with Ocean Keepers

28 May 2024

On May 28, 12 people from two NGOs, Creatives For The Planet and Ocean Keepers, came together for a coastal cleanup from Ses Salines to Es Cavallet.

We removed **over 200 kg of waste** from the coastline, including umbrellas, beach coolers, and some bulky items like PVC pipes.

It was a sad day as we also encountered a dead dolphin.

Together, we can keep our beaches clean and beautiful.

Unity creates strength, and effort makes the difference!





Medicinal Plants Workshop at 7Pines

28 June 2024

In June, we spent a practical and fun morning at the **7 Pines Resort**, learning the **secrets of plants** with Laia Ribas from **Sànima Herbs**.

It was a delightful experience for the 15 children, as they not only learned the theory but also engaged in hands-on activities, creating natural products and planting new seeds.

An activity designed to teach the importance of valuing and caring for our natural environment.

















Clean Up and Workshop at Fish Shack

13 de July 2024

On Saturday, **July 13, 35 children** and their families participated in a beach cleanup and an art workshop at Sa Punta's beach bar, the **Fish Shack**.

They created a sign featuring small fish cut out of plastic bottles to raise awareness about reducing plastic use and consumption.

If you want to see the result, visit the artwork at Talamanca: Fish Shack.





On **July 26** we organized a workshop at 7 Pines Resort with Hans Salewski to **explore the fascinating world of bees**. It was an amazing experience for the 20 children, who got to see bees up close, learn how they **communicate and organize**, experiment with the products bees make, and understand their **vital role in sustaining life on the planet**.















Workshop art-cycling at 7Pines

30 August 2024

On **August 30**, we organized a workshop at **7 Pines Resort** with our fellow artist Ezequiel Herrera to **create Kio**, the protagonist of "Kio, the little big Seahorse", a children's book written by our colleague Sophia Brucklacher. The 15 children were very creative and thoroughly enjoyed transforming colorful plastics into our seahorse. Understanding **how the reuse of waste can become a powerful resource for raising awareness through art** is incredibly important.











Cleanup at the Punic Sanctuary Es Culleram

07 September 2024

Saturday, September 7, we participated in the cleanup organized by the Tanit Goddess Association of Ibiza at Es Culleram cave, the sanctuary of the goddess Tanit.

In Ibiza, we repeatedly see how many iconic sites are littered with waste, as they are tourist attractions and therefore heavily visited spaces prone to trash.

Hopefully, we can learn to travel and respect natural environments with greater awareness.













World Clean Up Day Cleanup - Cala Benirrás

20 September 2024

We couldn't miss World Clean Up Day, a special occasion for people from all over the world to unite in raising awareness about the importance of protecting our planet.

We organized several beach and coastal cleanup actions in coordination with the Plastic Free Ibiza platform, which collected 489 kg of waste across the island.

On Friday, **28 people** participated in the cleanup at Cala Benirrás, where **art took center stage**. There were performances, an exhibition of paintings made from waste, and a participatory art workshop to create a turtle out of plastic containers, involving some of the children who joined in.

Additionally, we had the collaboration of Esencia Viva kayaks, encouraging swimmers to contribute the collecting waste from the coastline.











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World Clean Up Day Cleanup - Es Vedrá Viewpoint

22 September 2024

Taking advantage of the **World Clean Up Day weekend**, we organized another cleanup at the Es Vedrá viewpoint, joined by the **Councilor for the Environment of the Ajuntament de Sant Josep de Sa Talaia and members of the Tanit Goddess Association of Ibiza**.

That morning, **15 of us** gathered to clean one of the island's most iconic viewpoints. The heavy influx of visitors to the Es Vedrá viewpoint leaves behind significant amounts of waste. We **collected 61 kg, including 2 kg of cigarette butts.** One of the most shocking discoveries was a discarded vape at the Des Savinar tower, a hazardous item due to its

lithium components. This is a worrying sign of what the future may hold.



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Participation with Drap-Art at Arenas BCN

4 October 2024

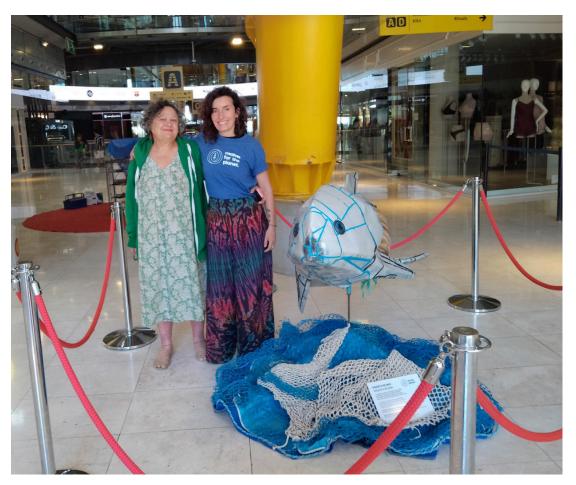
We are very excited to make our first collaboration with the **Drap-Art collective from Barcelona**, an association of artists dedicated to highlighting the **ecological disasters caused by our current consumer society** and proposing alternative lifestyles.

They also provide a platform to showcase artists like us, who work in the field of sustainability and art, to exhibit their work, educate, and raise awareness about the urgent need for innovative alternatives.

Thank you for including us!









Workshop and Delivery of the Educational Guide for Tornem a la Terra October 2024

On March 8, we began the first workshop using the **Tornem a la Terra Educational Guides**, continuing through October.

We distributed our printed guide to all 42 primary schools on the island of Ibiza and conducted workshops with 5th and 6th-grade classes, reaching 653 students to reflect on the traditions of rural life.

During the workshops, we presented several ethnoclips and explored concepts like preserves and crafts from the guide's activities. These sessions encouraged reflection on the **importance of self-sufficiency in rural areas**, including cultivating and preserving food to ensure year-round sustenance.

We also discussed traditional tools, household furniture, and the understanding that in the past, these were not produced industrially but crafted using artisanal techniques and natural materials.

Ver Guía Educativa







Traveling Campaign "Why? No es Guay" in Educational Centers

October 2024

On September 23, 2024, we continued with the **second phase of the traveling campaign "Why? No es Guay**" in the remaining secondary schools on the island of Ibiza.

In this second phase, the campaign was exhibited for a week in **seven educational centers on the island.** The goal of the campaign is to raise awareness among young people about the **dangers of using vapes**. The artwork encourages groups of viewers to interact with the piece and understand how harmful vapes are to both health and the environment.

This year, the campaign visited the following schools: IES Sa Serra, IES Algarb, IES Quartó Portmany, IES San Agustí, the French School, Fes Trinit Arias, and Can Bonet.









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