The Environment department of the Consell de Formentera has joined the València-based Fundació Oceanogràfic's "*Tortugues en el Mediterrani*" initiative. The administration will put up informational posters at CiF bulletin boards, beaches and summer camps to develop awareness around the *Caretta caretta* species, or loggerhead sea turtle.

Citing the case of a sea turtle that ran aground last week on an Eivissa beach, Councillor of Environment Antonio J Sanz described the campaign as "designed to educate beachgoers and individuals who live near the sea about what to do if they see turtles on our coasts". Posters inform islanders of the importance of calling 112 in order to activate the response protocol.

In Councillor Sanz's telling, "tourists and residents must understand the importance of caring for these special animals; they play a key part in the underwater ecosystem".

More than forty towns in the Spanish regions of València, Múrcia and Balears are promoting the initiative. In September the informational signs will go up in the lighted advertising spaces near major bus stops on the island.

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Communication department
Consell de Formentera