



# Know Calvià, enjoy Calvià

## ENVIRONMENTAL INFORMATION

*ILLETES  
BENDINAT  
PORTALS NOUS  
PALMANOVA  
MAGALUF  
SANTA PONÇA  
PEGUERA  
CALVIÀ VILA  
ES CAPDELLÀ*

**Calvià is** ●  
everything you dreamed of



**AJUNTAMENT DE CALVIÀ  
MALLORCA**

[www.calvia.com](http://www.calvia.com)

## Know Calvià, enjoy Calvià

### ENVIRONMENTAL INFORMATION FOR CALVIÀ

YOU CAN HELP US TO IMPROVE THE RECYCLING OF WASTE BY SEPARATING YOUR PAPER AND CONTAINERS AND USING THE WASTE BINS THAT YOU FIND IN THE HOTELS OR APARTMENTS WHERE YOU ARE STAYING.

YOU CAN HELP US SAVE WATER BY NOT LEAVING THE TAP RUNNING WHEN YOU BRUSH YOUR TEETH OR SHAVE. JUST BY DOING THIS, WE CAN SAVE 12 MILLION LITRES A YEAR.

YOU CAN HELP US SAVE ENERGY BY SWITCHING OUT LIGHTS IN EMPTY ROOMS AND CLOSING WINDOWS WHEN THE AIR-CONDITIONING OR HEATING IS ON. IF YOU USE PUBLIC TRANSPORT, YOU CAN HELP US REDUCE CO<sub>2</sub> EMISSIONS AND FIGHT AGAINST CLIMATE CHANGE.

PLEASE BE AWARE OF THE HUGE RISK OF FIRE THAT EXISTS IN MEDITERRANEAN WOODS. LIGHTING FIRES AND THROWING CIGARETTE ENDS AWAY IS PROHIBITED IN A NATURAL ENVIRONMENT.

YOU CAN HELP US IN THE PROTECTION OF ANIMALS BY NOTIFYING THE CENTRO DE ACOGIDA IF YOU FIND AN ABANDONED OR WOUNDED ANIMAL.

PLEASE USE THE BINS PROVIDED AND DON'T THROW CIGARETTE ENDS IN THE SAND. DEPOSIT ANY WASTE PRODUCED ON BOATS IN THE CONTAINERS TO BE FOUND IN THE PORTS.

Imprès amb paper ecològic



AJUNTAMENT DE CALVIÀ  
MALLORCA



Govern  
de les Illes Balears  
Conselleria de Turisme

IBATUR  
INSTITUT BALEAR DEL TURISME



North East South West  
INTERREG IIIIC

PROJECT PART-FINANCED  
BY THE EUROPEAN UNION



# ENVIRONMENTAL INFORMATION FOR CALVI 

The increase in the population over the last few years and the size of the tourist sector that each year visits the municipality present both a threat and an opportunity to the efficient management of the natural resources of the area. These resources are especially limited on the islands,

where land limitation signifies self-dependency and means that great efforts need to be made to limit the environmental impact caused by human pressure on the natural resources.

In the following, we will set out

information aimed at the responsible visitor to Calvi  so that they can get to know the reality of the effects tourists have on the destination, as well as the risks and its opportunities, and in this way, can contribute towards the conservation of one of the most beautiful regions in Europe.

Area .....145km2  
Coastline.....54km  
No. of beaches.....26  
Climate .....Mediterranean  
Days of sunshine / year.....+ 300 days  
Temperature .....27  summer / 14  winter

Air quality.....Very good  
Resident population .....46,504 inhabitants  
32% foreigners (>100 nationalities)  
Life expectancy .....74-78 years  
Peak population during high season.....170,000 inhabitants

% of income through tourism.....95%  
No. of tourists annually .....1,600,000 tourists  
No. of tourist accommodation places .....240  
Maximum capacity of accommodation (tourist and second residences) .....130,000



# ENVIRONMENTAL ASPECTS OF CALVIÀ

## Land

Calvià occupies 14,372 hectares of land.

Of this, 81% is rural with varying levels of protection.

18% is urban land/urbanisable land.  
1% is rural with low protection level.

M<sup>2</sup> of green space per inhabitant:  
14.82m<sup>2</sup>.

Furthermore, the marine reserves of the Islas Malgrats and El Toro must

also be added to this protected area, as well as the Red Natura 2000 of Cala Figuera and Galatzó which have a surface area of 1,017.45 hectares.

USES OF LAND IN CALVIÀ



## Waste



Calvià is the second municipality after the capital, Palma, which recycles most waste.

The volume of waste collected in Calvià is around 52,000 tonnes a year, the equivalent of 1.2kg per resident and tourist a day, of which 15% is collected through the Recogida Selectiva (Selective Collection) service.

40% of the hotels in the municipality,

which represent 60% of the existing hotel places, adhere to the agreements drawn up for the Recogida Selectiva in Calvià.

Calvià has received the “**World Summit Business Award for Sustainable Development Partnership**” prize from the United Nations for its programme of sustainable management in the reduction and recycling of waste.

EVOLUTION OF DIFFERENT DIVISIONS OF THE SELECTIVE COLLECTION



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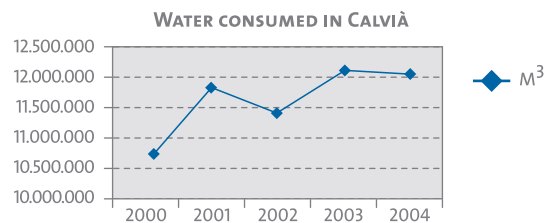


## Water



270 litres of water per resident and tourist are consumed in Calvi  every day. This quantity is much higher than the 80 litres of consumption recommended by the UN and which is due to the great increase in

population during the high season. 100% of the water used is treated, part of which is destined for use in watering golf courses, agricultural crops and soon, also gardens.



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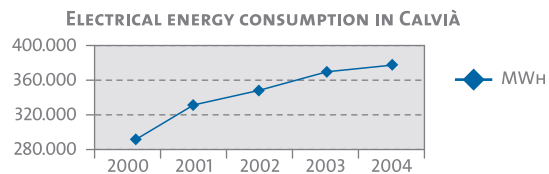
## Energy and transport



The increase in electrical **energy** consumption in Calvi  (7% a year) and **transport** creates the emission of 781,000 tonnes of CO<sub>2</sub> per year.

The Council has various projects currently running to curb these emissions. One of these is the **Plan de ahorro energ tico** (Plan for saving energy) in municipal facilities which has meant a saving of 30% in energy consumption and

the reduction of 334 tonnes of CO<sub>2</sub> emission per year, and also the **Paseo de Calvi **, which allows one to move about the municipality on foot or by bicycle and reduce the use of private transport on short journeys. Regarding **public transport**, the improvement in quality and the increase in frequency has signified a rise of more than 20% in the numbers of users during the past year.



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# THE NATURAL ENVIRONMENT IN CALVI 

## Flora



In Calvi  you can find several endemic species that are unique in the world, such as "*Limoniums*", "*Astragalus balearicus*", "*Diploaxis ibicensis*" and the "*Arizona hisp nicum*", as well as other species that are typical of the Calvi  countryside, like the strawberry tree, lavender, myrtle, heather or the Hip rico Balear.

The Aleppo pine, and to a lesser degree, the holm oak and the olive tree, form part of the mountainous landscape of Calvi . In the wet zones, poplars and ashes can be found.

There is also another group of trees of huge importance for having been the basis of the local economy during



decades and which today form part of Calvi 's landscape, these being the carob, almond and fig trees. Thanks to the great interest once again shown in the countryside they are currently being seen as having tourist potential and are giving a new value to rural land.

## Fauna



Two areas that make up the Red Natura 2000 must be given a special mention: these are the mountainous area of Galatz  and the coastal zone of Cala Figuera, as locations of nest-building and breeding of several bird species.

Amongst the protected marine birds the common petrel, the shearwater and the shag, etc. can be found.

Other notable protected birds are the various species of birds of prey such as the booted eagle, the royal blackbird and the tawny owl. Other types of birds such as the hoopoe, kestrel, goldfinch, etc. can also be seen.

The "*Tortuga mora*" needs a special mention as the southwest of Mallorca is the only place this species can be found. Various mammals such as Algerian hedgehogs, genets, weasels, etc. are also here.

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## Animal Protection

To control the proliferation of street cats the Council collaborates with the Asociaci n de Protecci n Animal de Calvi  (Calvi  Animal Protection Association) "SOS Animal" in carrying out **campaigns of birth control for street cats**. Since the year 2000, more than 3,500 cats have been operated on.

The Council works under the criteria of **0 sacrifices of animals**, which implies the commitment to finding new homes for the animals of the Centro de Acogida de Animales (Animal Refuge Centre) in collaboration also with the Asociaci n de Protecci n animal de Calvi  (Calvi  Animal Protection Association).



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## Calvi 's Beaches

Calvi  has 26 beaches with a high tourist and environmental value. All the beaches in the municipality have an Integral Beach Management System to guarantee their quality and cleanliness and to offer a better service to the visitors and residents of the municipality.

The implementation of the Integral Beach Management System has resulted in the granting of 8 blue flags and two Q de Calidad awards from the Instituto de Calidad Tur stica Espa ola (ICTE) (Spanish Institute of Tourist Quality).

To preserve the sand on the beaches in a natural manner a **system of sand retention** has been implemented with artificial barriers that are positioned on the more susceptible

beaches during the low season. Sometimes, also for the same purpose, during the low season the remains of seaweed are not collected from the beach as these serve as a protection against winter storms and offer protection to the small animals that are so important for the ecosystem.



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## RISKS AND ACHIEVEMENTS ATTAINED IN TOURISM AND THE ENVIRONMENT

Since 1995, when Calvià signed the **Carta de Aalborg** (Aalborg Charter) and adhered to the Carta de Ciudades y Pueblos Europeos hacia la Sostenibilidad (Charter of European Cities for Sustainability), we have worked on the development of a policy of tourism that shows responsibility towards the environment through initiatives set out in the **Agenda Local 21 de Calvià**. As a result of these efforts, we have received various prizes such as the "Green Globe Award" from the World Travel and Tourist Council, the "World

Summit Business Award for Sustainable Development Partnership" from the United Nations for the programme of sustainable management in the reduction and recycling of waste and the "Ciudad Europea Sostenible" (European Sustainable City) in 1997, awarded by the European Commission and the Campaign for sustainable towns and cities.

However, the risks still remain and we must keep working to protect the environment and thus preserve that

which the tourist finds attractive in Calvià and maintain our competitiveness with respect to other destinations.

An effective and responsible manner of lessening possible ecological harm caused by the impact of tourism is through the purchase of the "**Tarjeta Verde**" (Green Card) as an instrument of the Balearic Government to finance the ecological initiatives that benefit the image of the Balearics as a sustainable destination for tourists.

## USEFUL TELEPHONE NUMBERS AND ADDRESSES

### **Calvià Council**

Tel.: (+34) 971 139 100  
[www.calvia.com](http://www.calvia.com)

### **Municipal Tourist Information Office**

Tel.: (+34) 971 131 126  
Fax: (+34) 971 131 188  
E-Mail: [omtmagaluf@calvia.com](mailto:omtmagaluf@calvia.com)

### **Environmental Department of Calvià Council (Animal Refuge Centre)**

Tel.: (+34) 971 130 577

### **Agenda Local 21 de Calvià Office**

Tel.: (+34) 971 130 868

### **SOS Animal Protection Association**

Tel.: (+34) 670 022 963

### **Fundación Sostenible Illes Balears (Balearic Islands' Sustainability Foundation)**

<http://www.targetaverda.com/>