

1. SON Estrella Galicia Posidonia

SON Estrella Galicia Posidonia was launched in 2017 with the clear aim of offering music lovers a new way of experiencing festivals. It is an event that offers a programme committed to music and the local area, where culture, gastronomy and the environment come together amongst an enthusiastic audience open to a different kind of experience.

SON Estrella Galicia Posidonia brought together two ideas: the brand, which has been supporting new national and international artists since 2009; and environmental action, linking the project to the promotion and conservation of Formentera. Building on these foundations, an event was created that opts for an intimate format, underpinning its commitment to the local area and offering a programme of activities that strengthen this bond with the public.

In the last three editions, in 2023, 2024 and 2025, SON Estrella Galicia Posidonia reaffirmed its commitment to Zero Waste and, to this end, applied for certification from Green Business Certification, Inc (GBCI), one of the leading international bodies in this field, obtaining TRUE ZERO WASTE certification on both occasions with the highest 'platinum' rating.

A summary of the main initiatives carried out during the festival is detailed below.

2. The name of the SON Estrella Galicia Posidonia Festival

We have incorporated one of our objectives into the festival's name: the conservation of *Posidonia oceanica*, a marine plant endemic to the Mediterranean, which is an important carbon sink, responsible for the turquoise colour of Formentera's waters and responsible for a large proportion of the oxygen produced in the Mediterranean.

We collaborate with organisations working to conserve these species and organise daytime activities led by local experts and specialists who demonstrate their importance in the delicate balance between marine and terrestrial ecosystems.

3. Commitment and Support for a circular economy model

Since its first edition, SON Estrella Galicia Posidonia has forged close ties with local stakeholders and businesses, working as a team with the aim of reducing its impact on the local area.

Driven by this conviction, our efforts have been recognised with the award of the prestigious TRUE ZERO WASTE Platinum certification, the highest distinction granted by this scheme. This recognition, administered by Green Business Certification Inc. (GBCI), is awarded solely to organisations that demonstrate a genuine and tangible commitment to reducing, reusing and recycling their waste, thereby reinforcing their responsibility towards the circular economy.

Year after year, all the progress we have made has been driven by SON Estrella Galicia Posidonia's desire to promote responsible leisure and tourism in a region where this economic activity is the primary source of income.

4. Summary of the main events that took place during the SON Estrella Galicia Posidonia festival

4.1. Local services and resources: circular economy

Through resource planning, we ensure that the majority of the materials used can be traced, reused or recycled. We carry out this initial assessment in close collaboration with local stakeholders.

- We follow a responsible procurement policy which we share with our partner companies.
- We reduce the import of materials and prioritise working with local businesses.
- We support and strengthen local businesses by promoting the reuse of resources.

4.2. Waste management

SON Estrella Galicia Posidonia is committed to a 'zero waste' policy and to promoting sustainable tourism, responsible consumption and a programme of activities that raise awareness of the conservation of the local area. In line with these commitments, we have drawn up a Waste Management Plan (WMP), whose success depends on the collaboration and involvement of all stakeholders: the organisation, suppliers, the authorities and, above all, the public.

This plan sets out a series of measures designed to prevent, reduce and control the environmental impact that an event of this nature may have on the region.

- We work in partnership with accredited local hotels that have the necessary facilities and resources to accommodate attendees. This expansion demonstrates our commitment to the region and enables us to broaden the scope of our cooperation and the promotion of the WMP.
- All activities and measures taken are monitored and evaluated – before, during and after the event – with the aim of correcting any shortcomings in future editions.
- We minimise waste generation by using reusable cutlery, crockery, cloth napkins, glasses and other items.
- We have implemented a policy for the control and distribution of food before and after activities, thereby reducing waste and, where necessary, promoting composting schemes.
- At each venue, we set up a waste management tent with the necessary bins, where we sort all categories of waste generated during the event. This station is managed by the organisation's staff, who are also responsible for informing the public and raising awareness about the correct procedures for separating and sorting materials.
Each type of waste generated will be recorded and weighed in order to analyse the data, which will enable us to implement improvements in future editions.
- We ensure that waste is collected under the best possible conditions and is processed at authorised recycling plants until full traceability is achieved.

4.3. Carbon footprint

SON Estrella Galicia Posidonia is committed to reducing its carbon footprint by implementing measures to control emissions.

- Reducing energy consumption by prioritising daytime activities over those taking place at night.
- Organising activities in collaboration with local venues that do not require the creation or installation of new facilities.
- Promotion of public transport around Formentera for attendees, with a view to minimising emissions caused by journeys to the event.

4.4. Activities programme

The festival also serves as an educational platform where visitors can learn about sustainable practices. A range of activities aimed at raising awareness and promoting conservation are organised, including walks around the island, sporting activities, educational talks, workshops on reusing materials, beach clean-ups, etc.

The evening programme takes place in various private venues and public spaces, featuring activities designed to integrate the festival and the public into the island's cultural and social life: for example, free concerts in the Plaza de Formentera in Sant Ferran.

Among the daytime activities, there are 'unplugged' events – without electricity – which incorporate this model into the educational tours held every year across the island, led by experts in history, biology, geology, the environment, archaeology, etc.

Since the first edition of SON Estrella Galicia Posidonia, we have been showcasing the unique features and key natural, historical, scientific and social characteristics of the island's most special places, with the aim of bringing them closer to the public through music: the beaches and dunes of Ses Illetes with their salt flats; the Can Marroig Natural Park, the historic Sa Pujada trail, the lighthouse and the natural surroundings of Pilar de la Mola, Cap de Barbaria, the Cas Majoral farm – recognised as the best local agricultural project – the squares of Pilar de la Mola, Sant Ferran and Sant Francesc, the skies above Formentera and its ideal location as an astronomical observatory, etc.

5. Report and evaluation of results

At the end of the festival, a comparison is made with the previous edition, analysing the data collected and the photographic records. This study identifies the main areas for improvement.

5.1. Professionalisation of the environmental management team

It is recommended that this team should be made up of individuals with advanced knowledge of sustainability, the circular economy and environmental awareness, who can lead initiatives and motivate both the public and staff to adopt these responsible behaviours. These teams must be led by experienced individuals and ensure the effective and meaningful implementation of sustainable measures.

5.2. Public participation

Active collaboration and participation from the public is a crucial aspect of a sustainable strategy for festivals. To encourage this participation, mention should be made of the 'festival kit' implemented at other festivals such as Sinsal SON Estrella Galicia, in which attendees were invited to bring their own reusable items (cups, plates, cutlery, etc.) with the aim of reducing the use of disposable materials. This initiative is not only significant within the festival itself, but also promotes changes in attendees' everyday habits, encouraging more sustainable practices beyond the event.

In the case of SON Estrella Galicia, we only use reusable crockery, cutlery and napkins. This initiative has allowed us to do away with litter bins and to incorporate into the festival's permanent facilities a self-contained marquee, integrated into the event itself, which manages waste and tracks it all the way to the recycling plant.

5.3. Visibility of the facilities and equipment used for waste separation and management

These services are often situated in secondary locations, sometimes hidden or poorly signposted, which undermines their importance.

- It is proposed that these areas be designed and managed in the same way as the main stages, food and drink areas and other facilities, giving them a high-profile presence.
- It is suggested that recycling and waste management points should not be a hidden part of the festival, but should instead be presented as an additional "stage" with its own image and a clearly defined identity.

5.4. Development of brand activation and supplier relations

- Mention has been made of the need to rethink brand activation strategies at festivals. The current model, which is based on the mass distribution of disposable promotional items, generates large quantities of unnecessary waste and is no longer effective in terms of sustainability.
- A shift in focus is proposed towards creating brand experiences that are aligned with sustainability and that add value beyond the specific event: for example, walking routes, group experiences, beach clean-ups, etc.
- Special emphasis is placed on the need to maintain direct and ongoing communication with all those involved – sponsors, artists and public authorities.
- An ongoing dialogue is maintained with participating companies, sharing the festival's policy and resources to reduce its environmental impact. Through documentation and working protocols, sources of waste generation that can be mitigated are identified, such as the use of packaging, packing materials, tableware and other organisational items.

6. Zero Waste certification with the highest 'Platinum' rating at the SON Estrella Galicia Posidonia Festival

6.1. What is TRUE ZERO WASTE certification?

- TRUE ZERO WASTE belongs to Green Business Certification Inc. (GBCI), the world's leading certification and accreditation body for sustainability and health. GBCI is the leading organisation that independently recognises excellence in performance and practice within the global green business industry.
- This certification is highly valued by multinational companies due to its international prestige and the possibility of certifying any of their subsidiaries, centres or events anywhere in the world, ensuring that they are recognised globally and according to the same criteria.
- The GBCI is well known for its LEED certifications, which recognise sustainable buildings and construction projects, as virtually all buildings designed today with sustainability credentials tend to be certified under this scheme. TRUE® (Total Resource Use and Efficiency) Zero Waste was created as a complement to LEED, and major companies such as Tesla, Microsoft, Inditex, etc., are certifying their projects as Zero Waste.
- TRUE is one of the few schemes to adopt an innovative, 'top-down' approach; in other words, it requires certified projects to focus their efforts on stages prior to waste generation. It places value on eco-design, prevention, reduction, reuse, research, procurement, composting and, ultimately, recycling. Its philosophy is that certified venues and events should be more resource-efficient, turning waste into savings and even additional revenue streams.

The SON Estrella Galicia Posidonia Festival has been awarded the TRUE ZERO WASTE Platinum-level certification for its waste management. This rating is achieved by successfully completing each of the 15 sections assessed during the certification process. The assessment included an evaluation of the actions taken at the various venues, as well as the measures implemented and the plan's execution both before and after the event.

The monitoring process was led by Ziclos Circular Economy, S.L., which specialises in this type of certification and acted as an external auditor in the process of obtaining the TRUE ZERO WASTE label.

The following aspects were audited:

- The types of containers available.
- The correct sorting of waste and its traceability.
- The points at which waste is generated.
- The recording and weighing of each type of waste.
- Assessing the level of contamination in each waste fraction.
- Determining the involvement of all participants: organisers and attendees.

At the last event, held between 3 and 5 October 2025, all the venues were inspected: the partner restaurants – Fandango, Salitre, Juvia and Panperfocaccia –, the Plaza de Sant Ferran, the Gecko Hotel & Beach Club, and the Insotel Hotel Formentera Playa.

6.1.1. Key actions for Zero Waste certification

In terms of waste reduction:

Before the festival takes place, the waste management policy and the key points requiring action are shared with all partner organisations.

A questionnaire was completed with the catering companies – Fandango, Salitre, Panperfocaccia, Juvia, Marewa, Gecko Hotel & Beach Club and the Insotel Hotel Formentera Playa – to analyse single-use items, waste management and the strategy adopted for dealing with surplus food.

The findings of this study have provided us with the following data.

- Diversion rate following certification: 99.3%
- All crockery, napkins and cutlery are reusable.
- We make use of the premises' existing furniture and supplement the service with hired equipment.
- All plastic and aluminium packaging has been eliminated from the hostelry sector.
- 100% of the materials generated from catering are correctly sorted and weighed.
- Non-returnable glass is sorted and weighed before being taken to the recycling plant. For example, in 2022, 730 kg were generated; in the 2023 edition, this figure fell to 675 kg; in 2024, 511 kg were collected; and in 2025, the figure rose to 980 kg due to the inclusion of new brands and changes in consumer habits.
- Packaging material is sorted and weighed at the end of each working day.
- Any surplus food that meets health and safety standards is distributed amongst the staff, whilst any that cannot be distributed is taken to local farms or processed in compost bins.
- Other data:

EDITION	2023	2024	2025
CERTIFICATION LEVEL ACHIEVED	PLATINUM	PLATINUM	PLATINUM
Credits achieved	55	60	62
Total kg not sent to landfill (reuse + reduction + donations + recycling + composting)	5,517.2 kg	8,440.3 kg	8,961.3 kg
Total kg sent to landfill	39.3 kg	29.6 kg	62.3 kg
Total kg materials registered	5,556.5 kg	8,469.9 kg	9,023.6 kg
Diversion rate (materials not sent to landfill)	99.3 %	99.7 %	99.3 %

In the re-use of waste material

Since 2017, the festival has been increasing the amount of reusable materials it uses. This includes crockery, cutlery and napkins, whilst gradually phasing out single-use containers.

A comparative study was carried out in 2023, 2024 and 2025, known as the Environmental Indicators System, which calculated the kilograms of materials such as plastic, paper, iron and glass that were recycled and reused during the festival. An inventory of reused materials was also drawn up, ranging from pallets and boxes to furniture and decorative elements used at the event.

In addition, the branding and design firms involved in the festival have opted for reusable furniture and displays, doing away with single-use materials such as carpets and posters, and choosing organic and recycled materials, such as wood and steel.

- Total weight of reused material: 8,453.00 kg
- We have succeeded in ensuring the best and highest possible use of 100% of the materials by weight.
- Preference has been given to suppliers who adopt zero-waste targets, and suppliers have also been asked to redesign products so that they can be reused and recycled.
- Preference has been given to second-hand, reconditioned and/or remanufactured goods, as well as to sustainably produced paper and timber products. All of this forms part of the implementation of a procurement policy that gives preference to environmentally-friendly options.

In waste recycling

A Waste Station has been set up – a key point at the festival where waste is sorted – and its success depends on the cooperation and involvement of all those taking part: the organisers, suppliers, the authorities and, above all, the public. This station is run by trained staff who are responsible for raising awareness amongst attendees about the correct sorting of materials.

Waste is also stored and weighed, ensuring its traceability and improving its management in future editions.

SON Estrella Galicia Posidonia is expanding its partnership with accredited local hotels that have the necessary facilities to accommodate festival-goers. This expansion of its network of partners demonstrates a commitment to the local area and enables the festival's Waste Management Plan to reach a greater audience and be implemented more widely.

The aim is to ensure that waste is managed correctly at recycling plants, maximising its value and traceability, and reinforcing the festival's commitment to sustainable and responsible waste management.

In circular innovation

SON Estrella Galicia Posidonia has distinguished itself through its environmental management, prioritising quality over quantity and establishing itself as a leader in terms of sustainability. As part of this strategy, it has introduced innovations such as beach clean-ups, where the waste collected is reused in decoration and furniture, and even in supports for recorded music.

In the mission and ambition of SON Estrella Galicia to make an impact

Posidonia is the flagship of our SON Estrella Galicia brand, a music and beer project focused on fostering positive and optimistic attitudes. The festival in Formentera helps us to realise one of the company's objectives: to channel the energy and power of music into protecting the local area, whilst strengthening our ties with the local communities.

Our vision for the future involves further developing circularity, decarbonisation and biodiversity protection, and enhancing the visitor experience. Only by striving for the highest standards and best practices (such as the Zero Waste objective) can we consistently fulfil our commitments before, during and after the festival.

Taking the circular economy to the next level and maximising resource efficiency during the festival lays the foundations for a more responsible management of natural capital, which is vital if we are to preserve the health of ecosystems and/or regenerate them.

Finally, in an increasingly connected and globalised world, we are committed to highlighting the importance of the local community – not only at a municipal level, but extending to the neighbourhood, the streets and the wider community. We believe that the more integrated we are within this social fabric, the more resilient we will be in the face of challenges. We all form part of something, and at SON we work to keep the integration of local organisations alive with the help of music and those involved in it.