

LIFE REUSING POSIDONIA

After-LIFE Comunnication plan



LIFE REUSING POSIDONIA

Location Islas Balears

Code UFE12/ENV/ES000079

Start date 01/08/2013

Finish date 26/09/2018

Duration 59 months

Budget 1.851.430,87€

Web www.reusingposidonia.com

Email reusingposidonia@ibavi.caib.es

Project beneficiaries

Coordinating beneficiary Institut Balear de l'Habitatge (IBAVI)

Associated beneficiary DGECC

Edit:

Institut Balear de l'Habitatge (IBAVI)

Manuel Azaña, 9, 07006 Palma

T (+34) 900 700 003

www.ibavi.caib.es

Design:

IBAVI, FNT'STC Disseny Gràfic



Can you print me on recycled paper?

After - LIFE Communication plan

As the sociologist U. Beck¹ explains, the so-called ecological threats are threats to our social system. So awareness of the goals and benefits of the LIFE projects is essential. For this reason, the communication activities originally scheduled have been expanded:

Communicative actions scheduled in the project

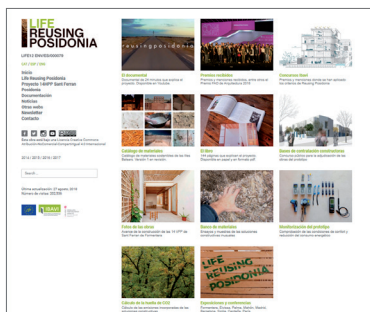
1. Web page and social media
2. Informative panels
3. Layman's report
4. Flyers and mailing
5. Technical publications
6. Itinerant exhibition + conference cycle

New communicative actions prepared during the project

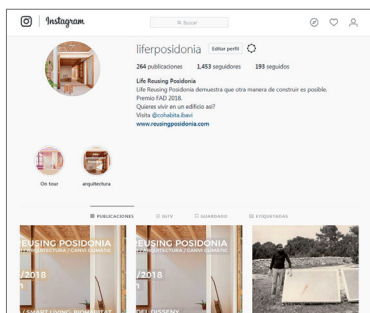
7. Documentary
8. Awards received
9. Publication in digital and printed media
10. Catalogue of sustainable materials from the Balearic Islands



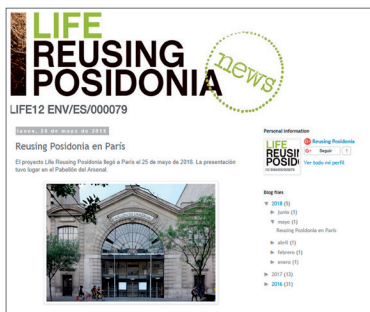
¹ Beck, U (2008): The global risk society, Barcelona, Paidós



Web page



Instagram



Blog



Flyer

1. Web page and social media

www.reusingposidonia.com

Activities carried out

Operational since February 28, 2014.

Available in 3 languages (Spanish, Catalan and English).

So far it has received 200,000 visits.

It has also been complemented by the blog <http://reusingposidonia.blogspot.com.es/> which announces the main activities and relevant news.

All the web content is Open Source, which means the information is protected by a *Creative Commons Attribution-NonCommercial-CompartirIgual 4.0 Internacional* License.

Facebook

<https://www.facebook.com/LifeReusingPosidonia/>
@LifeReusingPosidonia

Twitter

<https://twitter.com/LifeRPosidonia>
@LifeRPosidonia

Instagram

<https://www.instagram.com/liferposidonia/>
@liferposidonia

Youtube

<https://www.youtube.com/channel/UCDxzux6gCXgqDahCtfqN8zw>

AFTER-LIFE ACTIVITIES

The web page will be operational up to at least 5 years from the end of the project, meaning until 29/06/2023.

2. Informative panels

3 informative panels have been designed and installed:

1. In the prototype building..
2. In the maritime station of the port of Savina (Formentera).
3. In the IBAVI offices.

AFTER-LIFE ACTIVITIES

The panels shall remain in their respective locations.

3. Layman's report

Layman report, extending to 5 A4 (10 pages), folded to a5 format. This can be downloaded from the web site, in printer-friendly format, with assembly instructions, or in web format to view in the browser, at the following link: <http://eng.reusingposidonia.com/layman-report-after-life/>

AFTER-LIFE ACTIVITIES

The link for downloading the Layman Report will be active during the lifetime of the web, at least until 29/06/2023.

4. Flyers and mailing

A pamphlet format was designed during the project that could be adapted to each activity carried out (exhibitions, conferences, etc.) It has been published in social media and sent by mail.

AFTER-LIFE ACTIVITIES

The pamphlet will continue to be designed for each communication activity and published on social media (Facebook, Instagram and twitter).



Edifici prototipus aïllat amb posidònia Prototype building with Posidonia insulation

**Pressupost
1.373.361€ +IVA
Subvenció LIFE+ 2012
754.012€**

/ OBJECTIUS

- 50% Consum d'energia durant la seva FABRICACIÓ.
 - 1. Residus o matèries primeres locals (POSIDONIA).
 - 2a. Matèries primeres renovables, d'origen controlat.
 - 3a. Matèries reciclades o industrials poc contaminants.
- 75% Consum d'energia durant la seva VIDA ÚTIL.
 - Model de construcció eficient energètic 20/20/20.
 - 1r exemple d'edifici plurifamiliar classe energètica A a les Illes Balears.
- 40% Consum d'ÀNGUL.
 - Emmagatzematge d'àlgebra de pluja.
 - Desperduïu algun gra.
 - Reducció del consum.
- 50% Producció de RESIDUS.
 - Programa de gestió de residus en obra.
 - Sistemes constructius en sec i materials reutilitzables en la pròpia obra.

// DESCRIPCIÓ DEL PROJECTE

Els edificis contenen:
A les Illes Balears, més que tot el transport just d'avions, cotxes, camions i vaixells.
Quan els construeixes per la fabricació dels materials i la producció de runes.
Quan els utilitzes per l'energia per viure hi...
Per millorar això hem recuperat tècniques i materials de l'arquitectura tradicional i sistemes de baixa tecnologia, sense aparells sofisticats que impastin, no solament per qüestió ambiental, sinó perquè de fet es viu molt millor i costa gairebé el mateix.
I si això es repeteix de forma generalitzada, les ciutats seran més amables, saludables, i s'adaptaran gradualment al canvi climàtic.

/// UTILITZACIÓ DE LA POSIDONIA

En general s'utilitzen al·luminis tèrmics mineralitzats o derivats del petroli, però quedant residu local amb un elevat contingut d'aigua és un potencial altíssim.
A Formentera, el residu més abundant és la posidònia.
S'han realitzat 3 assaigs diferents en col·laboració amb la Universitat de les Illes Balears (UIB), per comprovar-ne el bon funcionament, i el resultat n'ha estat un èxit. Col·locant finalment instal·lat la seva LIT, 2000 W/m²°C i A0,044 W/mK per una densitat 1850 Kg/m³ i 16cm de gruix. La sal és una broda natural no pot ser.
La utilització de la posidònia en obres d'edificació s'ha de fer amb les màximes precaucions, i l'instal·lació s'ha de limitar exclusivament a les zones en què el volum acumulat a l'arena de les platges excedeixi la quantitat necessària per mantenir l'equilibri de l'ecosistema d'aquí costaner, sempre per part dels organismes autonòmics que gestionen aquest patrimoni, i s'han de complir els protocols i la legislació vigent. La posidònia oceànica és una planta protegida i per tant no es pot recollir per part de particulars o empreses privades.



Informative panels



Publication

5. Technical publications

The technical publication 'LIFE REUSING POSIDONIA' in printed and digital format (pdf downloadable from the web).

<http://eng.reusingposidonia.com/layman-report-after-life/>

3,800 units have been printed and 3,440 handed out to ensure sufficient copies (10 boxes of 36 units) during the lifetime of After-LIFE.

AFTER-LIFE ACTIVITIES

Distribution of the 360 remaining copies in future talks and exhibitions.

The link for downloading the book 'LIFE REUSING POSIDONIA' will be active during the lifetime of the web, at least until 29/06/2023.



6. Itinerant exhibition + conference cycle

From 14/10/2017 to 29/06/2018

Locations visited and actions carried out:

14/10/2017_Formentera, Sant Francesc.

Official programme Festival Save Posidonia, 12-15/10/ 2018

03/11/2017_Dalt Vila, Ibiza.

Projection, conference and round table.

24/11/2017_Palma de Mallorca.

Exhibition inauguration..

01/12/2017_Palma de Mallorca.

Projection, conference and round table.

05/12/2017_Mahón, Menorca.

Projection, conference and round table.

20/12/2017_Barcelona, Colegio Arquitectos.

Exhibition inauguration.

11/01/2018_Barcelona, Colegio Arquitectos.

Projection, conference and round table.



Exhibition

25/01/2018_Sevilla, Convento Sta. María de los Reyes.

Projection, conference and round table.

08/02/2018_Casa del Reloj, Madrid.

Projection, conference and round table.

01/03/2018_Tarragona, Escuela de Arquitectura de Reus.

Projection, conference and round table.

01/03/2018_ Sant Cugat del Vallés.

Escuela de Arquitectura del Vallés, UPC.

Projection, conference and round table.

20/04/2018_Sicilia, SDS Architettura di Siracusa, Università Catania.

Projection, conference and round table.

16/05/2018_Cerdeña, UNISS Alghero

Projection, conference and round table.

18/05/2018_Cerdeña, UNISS Alghero.

International meeting on circular economy in architecture.

25/05/2018_París, Pavillon de l'Arsenal.

Projection, conference and tribute to Henri Quillé.

21/06/2018_ Valencia, Colegio Territorial de Arquitectos de Valencia

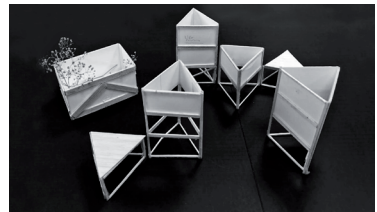
Projection, conference and round table.



Exhibition

The exhibition has the same environmental criteria as the prototype and includes:

1. Structure of 100% reused wooden supports.
2. Printing on panels of FSC wood, avoiding the use of PVC and aluminium.
3. Transport crate for the panels of local wood with the REUSING POSIDONIA logo.
4. Crate reused for the transport of dry posidonia (sample).
5. Sample of dry posidonia from 14th century, loaned by the bishop of Mallorca.
6. Reused jute sacks filled with sawdust, as seating.



Exhibition scale model



Exhibition + conference



Conference

Broadcast on local television and radio:

News bulletins IB3. 26/06/2018

<https://ib3.org/el-proyecto-de-formentera-premiat-amb-el-fad-darquitectura-un-model-a-seguir.html>

News bulletins TV3. 20/07/2018

<http://www.ccma.cat/tv3/alcanta/telenoticies/la-posidonia-com-eficiencia-energetica/video/5778157/>

AFTER-LIFE ACTIVITIES

carried out, period 29/06/2018-03/10/2019

Lectures

Arquinfad lectures 26/09/2018 Barcelona.
www.arquinfad.org/blog

REBUILT Lecture, Congreso nacional de Arquitectura Avanzada y Construcción 4.0. 26/09/2018 Barcelona.
<https://www.rebuildexpo.com/congreso/agenda-2/>

Lecture for the Technical Department of INCASOL (Instituto Catalán del Suelo). 28/09/2018 Barcelona.
p_serra@gencat.cat

Lecture at the Espai Arboretum, 05/10/2018 Lleida.
Coordinator Josep Bunyesc.

Lecture at the Escuela Superior de Arquitectura Cardenal Herrera, 23/09/2018 Valencia.
Coordinator Salvador Gilabert.

Lecture at the module "Energy & Sustainability", 'Master in Collective Housing' by the ETSAM (UPM) and ETH (Zürich). 16/01/2019.
Coordinator García Germán.

Lecture at the UPC Barcelona School of Architecture 21/02/2019
ARQ ETSAB conferències

Lecture at the Escuela Politécnica Superior de Girona (UDG). 22/02/2019
MARQ conference cycle.

Lecture at the Royal College of Art, London RCA. 04/04/2019
Coordinator Rotor DC

Lecture at the II ECCN Congress (nZEB) UIB. 09/05/2019
Coordinator COAATMCA

Lecture at: 'Traditional techniques in the construction of contemporary architecture'. 03/10/2019 COAC Gerona
Coordinator GRETA

Exhibitions

Participation in the European week of Regions and Cities.

October 2018 Brussels.

https://europa.eu/regions-and-cities/programme/sessions/174_en



Exhibition



Documentary

7. Documentaries

Documentary film

24-minute documentary 'LIFE REUSING POSIDONIA', shot by 'La Lupa Produccions'. In VOS Spanish, Catalan and English.

In collaboration with the Fundació Balearia, through the marine transport of the film equipment, and IBjove, for accommodation for the team.

Available with free access on the Internet:
<https://youtu.be/oVLFkSN58lw>

This programme has been broadcast on the regional television channel: ZOOM IB3. 28/12/2018

<https://ib3.org/zoom-reusing-posidonia.html>



Histories EU



'Cultura Inquieta' Awards

Second Prize

<http://culturainquieta.com/es/cine/item/14073-estos-son-los-cortos-ganadores-del-concurso-de-microcine-sostenibilidad-en-60-segundos.html>



Fad awards

Participation in the documentary 'Històries EU'.

12 chapters dealing with 12 European projects. Life Reusing Posidonia was selected as the chapter for the month of May: Environmental protection, programme LIFE.

Documentary made by Lupa produccions.

<https://www.youtube.com/watch?v=mbZJb72CUno>

AFTER-LIFE ACTIVITIES

The link for these downloads will be active during the lifetime of the web, at least until 29/06/2023.

Participation in the architectural documentary series 'Escala Humana' of TV2.

Shooting November 2018. Broadcast January-February 2019.

Directed by Jaume Clèries Costa.

<http://costaestudiovisuals.tv/es/projectes/escala-humana/>

info@costaestudiovisuals.tv



NAN awards

8. Awards received

To date, the project has received the following awards:

1. Opinió Award bio-construction BaM

2017, Category 1 'Urban planning interventions or collective housing: new economies and territorial relations'.

<http://bamconf.org/proyecto-guanyador-del-premi-opinio-categoria-1-del-concurs-de-bioconstruccio-de-bam/>

2. Green Solutions Awards 2017,

National award category 'Low Carbon'.

<https://www.construction21.org/espana/articles/es/green-solutions-awards-2017-los-ganadores-espanoles-ya-van-camino-de-la-cop23.html>



AVS awards

3. XI NAN Award 2017,

First Prize Housing Category.

<http://reusingposidoniacat.blogspot.com/2017/12/premio-nan-2017.html>

4. AVS 2018 Award,

Second Prize

<https://www.premiosdearquitectura.es/es/premios/38-premios-avs-2018/obras-presentadas/806-reusing-posidonia>

5. FAD Architecture Award 2018,

España y Portugal.

<http://arquinfad.org/premisfad/edicions-anteriores/?edicio/2018/obra/9325/>

6. Premio opinión del público 2018,

Spain and Portugal.

<http://arquinfad.org/premisfad/edicions-anteriores/?edicio/2018/obra/9325/>

AFTER-LIFE ACTIVITIES

7. Award XIV Spanish Biennial for Architecture and Urban Planning.

Finalist

<http://www.bienalesdearquitectura.es/index.php/es/noticias-beau/archivo-de-noticias/7932-la-mejor-arquitectura-espanola-se-muestra-en-santander.html>

8. Spanish sustainable architecture award Mapei 2018.

Second Prize

<https://www.premiomapei.es/edicion-2017-2/>

9. EU Mies AWARD Architecture Prize 2019

Shortlisted

<https://miesarch.com/work/3756>

10. Spanish Architecture Award 2019 CSCAE and Ministerio de Fomento.

First Prize

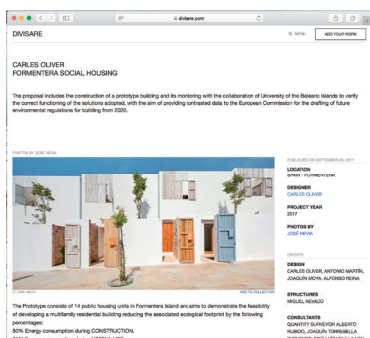
<https://cutt.ly/muz2kvE>



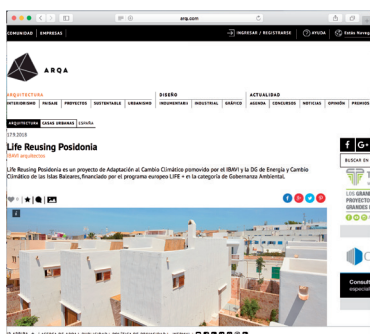
Award XIV Spanish Biennial for Architecture and Urban Planning



LIFE webpage



Divisare



Arqa

9. Publication in digital and printed media

Project published in specialist websites

Due to the great impact generated by the awards received, we cannot list here all the webs in which the news was published, so we shall only indicate those specialist platforms that have published a full article and the web of the Commission.

LIFE webpage/ NEWS: JULY 2018

<http://ec.europa.eu/environment/life/news/newsarchive2018/july/index.htm#posidonia>

Afasia

<https://afasiaarchzine.com/2017/09/carles-oliver-3/>

Archilovers

<https://www.archilovers.com/projects/220693/social-housing-in-formentera.html>

Arqa

<http://arqa.com/arquitectura/life-reusing-posidonia.html>

Arquitectura Viva

<http://www.arquitecturaviva.com/Info/News/Details/12363>

Construction21

<https://www.construction21.org/espana/case-studies/es/life-reusing-posidonia.html>

Divisare

<https://divisare.com/projects/367281-carles-oliver-jose-hevia-formentera-social-housing>

HIC (Habitatge i Ciutat)

<http://hicarquitectura.com/2018/06/carles-oliver-formentera-social-housing/>

Metalocus

<https://www.metalocus.es/es/noticias/vivienda-social-en-formentera-proyecto-de-adaptacion-al-cambio-climatico-financiado-por-la-union-europea>

Printed publications

1. **Life Reusing Posidonia Book.** 144 pages.
Published by IBAVI. 3,800 copies.
<https://www.caib.es/sites/habitatges/f/234848>
2. **ON diseño 380/381.** Official publication PREMIO FAD 2018.
<http://www.ondiseno.com/380.php>
<http://www.ondiseno.com/proyecto.php?id=2599>
3. Official publication Premio XIV Bienal Española de Arquitectura y Urbanismo.
4. **XXI magazine/** November 2017
<https://xxi.com.tr/sayilar/kasim-2017>
<http://xximagazine.com/c/the-footprint-of-change>
5. **Arquitectura Viva/** AV Monografías 203-204 ESPAÑA 2018 Spain yearbook
<http://www.arquitecturaviva.com/shop/issue/details/466>
6. **Revista de la Construcción/** Journal of Construction. Vol 17, No 2 (August 2018)
<http://revistadelaconstruccion.uc.cl>

AFTER-LIFE ACTIVITIES

carried out, period 29/06/2018-30/06/2020

Information about the project will continue to be submitted to all platforms that request it.

TC Cuadernos/ Sustainable architectural solutions for European collective housing and its application in the conditions of Spain.

Summa+ Arquitectura n°170, Argentina

Arquitectura y Madera, march 2019.

Azero n°31, Italia. June 2019.

EcoHabitar n°62, summer 2019.

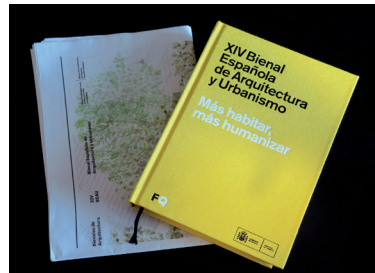
Diseño Interior, n°310.

Mies Award 2019 catalogue, European Prize for Contemporary Architecture.

XI BIAU catalogue, october 2019.



LIFE REUSING POSIDONIA book



Official publication XIV Bienal Española de Arquitectura y Urbanismo



XXI

The Architectural Review



The Architectural Review

Architectural Review n° 1463, Jul/Aug 2019. London

Green Building n° 62, Taiwan. Dec 2019-jan 2020.

10. Catalogue of sustainable materials from the Balearic Islands

Catalogue of materials made by IBAVI with the collaboration of the Balear Committee for Ecodesign and Energy Efficiency.

<http://www.caib.es/govern/sac/fitxa.do?codi=3396088&coduo=1364&lang=ca>

CATÀLEG MATERIALS SOSTENIBLES DE LES ILLES BALEARS 2018



AFTER-LIFE ACTIVITIES

The link for these downloads will be active during the lifetime of the web, at least until 29/06/2023.





Beneficiaries



G CONSELLERIA
O TERRITORI, ENERGIA
I MOBILITAT
B DIRECCIÓ GENERAL
/ ENERGIA I CANVI
CLIMÀTIC

collaborators



Consell Insular
de Formentera



Universitat
de les Illes Balears



Fundació
Deixalles

