



Spain: Tenerife service stations join “gesture to the scenery” campaign

Twenty service stations are participating in the “Clean Highways, a gesture to the scenery” campaign of the inter-island council of Tenerife.

Service stations operated by CEPSA, BP, TGas, Petrolífera Canaria, and Oceano join the campaign, which aims at raising awareness on the importance of maintaining the roads clean as they form part of the Spanish island’s landscape.

They display the campaign’s posters and give away free portable ashtrays and car stickers bearing a reminder to motorists to show their “gesture to the scenery” by not throwing cigarette butts and trash out of the car window, reports 20minutos.es.

Cigarette butts are the third leading cause of forest fires in Tenerife putting in danger the environment and natural tourist attractions, a source of economy for the Spanish island.

Road trash also costs the local government more than €1 million a year, according to the campaign’s official website ungestoporelpaisaje.com.