



CYPRUS SUSTAINABLE TOURISM INITIATIVE

NEWSLETTER

DECEMBER 2016

CSTI is affiliated to the



“Sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.

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Annual General Meeting

Having played a key role in developing Sustainable Tourism in Cyprus for the past 10 years, CSTI held its 10th year Anniversary Annual General Meeting on Wednesday 28 September at CVAR/Severis Foundation in Nicosia. The theme was ‘Sustainability is Culture’ and it was held under the auspices of H.E. the President of the Republic of Cyprus, Mr Nicos Anastasiades.

The event started with the Commandaria Orchestra under the baton of Francis Guy, which performed Anastasia Guy theme composition “Commanderie Vineyards”.

Opening addresses were given by Mr Panicos Nicolaou - Director Corporate Banking of Bank of Cyprus; Mrs Annita Demetriadou - Acting Director General of the Cyprus Tourism Organisation and Mr Petros C Petrakis - Partner, In charge of Hospitality & Leisure Industry Group at PwC Cyprus.

A message from Thomas Cook Group plc Sustainability Team was read out and speeches were followed by:

- Mr Noel Josephides, Chairman Travel Foundation, Chairman Sunvil Holidays, and Chairman ABTA
- Mr Philippos Drousiotis, Chairman of the Cyprus Sustainable Tourism Initiative

The message of the President was conveyed by the Chief Education Officer at the Ministry of Education and Culture of Cyprus Dr Kyprianos D. Louis. The keynote speaker at this special event was Mrs Arantxa Garcia, Head of Sustainable Development, TUI Destination Services (the largest Tour Operator in the world), who presented the topic ‘Sustainability Is Culture’.

The Annual Awards recognizing outstanding efforts in the field of sustainability were presented to the following:

- Atlantica Hotels & Resorts - ‘Business Tourism Sustainability Award 2016’
- Cyprus Wine Museum - ‘Small Business Sustainability Award 2016’
- Kalopanayiotis - ‘Community Sustainability Award 2016’

Immediately afterwards a cocktail reception was held under the stars on the roof of the CVAR/Severis Foundation overlooking ‘Old Nicosia’ where everyone had the chance to see a myriad of traditional Cypriot products that were on display at the Producers Fair - they could also sample the edible (and drinkable) delights and have the chance to learn how they are made - from the experts themselves.

The main sponsors of the event were the Bank of Cyprus, the Cyprus Tourism Organisation and the PwC Cyprus. The media sponsors of the event were RIK, the Cyprus Mail and Kathimerini.



Dr Kyprianos D. Louis



Mr Panicos Nicolaou



Mrs Arantxa Garcia



Mrs Annita Demetriadou



Mr Petros C Petrakis



Mr Noel Josephides

More photos of our AGM



CSTI Sustainability Awards 2016



Award to Atlantica Hotels & Resorts

Business Tourism Sustainability Award ATLANTICA HOTELS & RESORTS

For their commitment to sustainable development and continuous improvement towards greater achievements. Over an extensive period of time they have incorporated sustainability into their daily operations and are setting the benchmark for other hotels to follow.



Award to Cyprus Wine Museum

Small Business Sustainability Award CYPRUS WINE MUSEUM

For their achievement in implementing sustainability practices that benefit and contribute to the local economy and culture.



Award to Kalopanayiotis village

Community Sustainability Award KALOPANAYIOTIS VILLAGE

For their measurable achievements in environmental care and cultural enhancement.

Get to know our Members



VAVLA RUSTIC RETREAT

Vavla Rustic Retreat is situated at the very top of the village of Vavla. It is a traditional Cypriot stone house from the 19th century. The guests can experience the wonder and the authenticity of this traditional stone house, the peaceful surroundings, and visit the family's fruit orchard to pick seasonal fruits.

In February 2014, Vavla Rustic Retreat was awarded the eco-certification from the internationally known 'Green Key' organisation, and is one of the accredited accommodations in Cyprus, and the first agrotourism establishment to receive this honour. As a member of Green Key, the Retreat is committed to the continued improvement of its facilities and its impact on the environment. As an agrotourism establishment, which is by nature inherently connected with the environment, the culture and the history of the people is being perpetuated. Vavla Rustic Retreat is totally committed to promoting sustainability and environmental ideals since it opened its doors in April of 2012.

Currently, the Retreat supports the environment through various initiatives in the following areas:

- ◆ Electricity Management
- ◆ Water Management
- ◆ Waste Management
- ◆ Environmental Considerations
- ◆ Social Responsibility
- ◆ Indoor Environment



For more information visit: <http://www.vavlarusticretreat.com/>

Let's Do it Cyprus**Closing the Plastic Tap - 2nd International Workshop****World Environment Day****World Ocean Day**

Projects 2016

Minimum Sustainable Standards (MSS)



The CSTI worked closely with the hotels to ensure that the MSS are implemented in the hotel industry, support the standards with real-life examples of best practices, and publicize waste, energy and water saving results achieved through implementing initiatives described within the handbook. The study was focused on 10 hotels in measuring the results of applying the MSS and in recording best practices. This project was fully funded by the CTO. The results were presented to the CTO in August 2016. The sustainability and future viability of the MSS requires active involvement of the hotel industry. Critically element for the project's long-term success will be to ensure that the hotel industry is informed and trained to implement the MSS effectively in collaboration with the CTO inspectors.

Maximising and optimising the local economic impact of TUI's sustainable excursions programme in Cyprus

CSTI has worked with the Travel Foundation of UK on a TUI project 'Maximising and optimising the local economic impact of TUI's sustainable excursions programme in Cyprus'. The main objective of the project was to determine the impact of supply payments on the business and local economy. All suppliers on each of the 20 excursions were interviewed and items were identified that tourists can currently buy on the excursions. At the same time they were looking at the possibility of introducing new suppliers on all excursions. CSTI's networking and excellent relations with one of the major tour operators such as TUI and the stakeholders of the tourism industry in Cyprus have given the leverage to be actively involved in such sustainability projects.

Activities 2016

Let's Do it Cyprus - 10 April

'Let's Do it Cyprus' took place with volunteers from CSTI, Zening Resort, Anassa Hotel, Municipality of Polis Chrysochous and the Scouts movement cleaning up the beach and surrounding area at Latchi.

Closing the Plastic Tap - 2nd International Workshop

CSTI was invited to participate at the 2nd International Workshop 'Closing the Plastic Tap', which was organised by IUCN and the Foundation Prince Albert II in Monte Carlo in May 2016. CSTI was honoured to be invited to present the results of the Plastic Reduction Project that was successfully done in Cyprus, in conjunction with Thomas Cook. The objective was to reduce the amount of plastic waste generated by participating hotels without reducing the quality of the guest experience.

World Environment Day - 5 June

The annual beach cleanup at Nissi Beach was held this year, on 3 June 2016, with a great success to celebrate the World Environment Day. More than 100 people from CSTI, the staff and guests from Nissi Beach Resort, Nissi Park, Atlantica Aeneas Resort, and Olympic Lagoon Resort, as well as representatives from Thomas Cook, Padi - Lucky Divers and students from the Agia Napa elementary school have participated, collecting 20kg of plastic bottles, cigarettes butts and general waste.

World Ocean Day - 8 June

This year the CSTI celebrated the World Ocean day at Limassol by holding its monthly Board Meeting at the Amathus Beach Hotel in Limassol - the 2015 winner of the European Hospitality Awards 'Green Hotel of the Year'.



American Youth Leadership Programme



Bringing Life back to Solea



GSTC European Regional Meeting



Award received



AGM of the Cyprus Chefs Association



Award to 'NIKI SWEETS'



Award to the 'Vasilikon' winery



Award to the 'A. M. Dairy Droushia'



Award to the 'Women Association of Rural Larnaca'

American Youth Leadership Programme at the Fulbright Center - 12 July

CSTI was invited to outline its recent sustainability initiatives to the High School students of the Youth Leadership Programme at the Fulbright Center - the theme of this year's programme was "Sustainable and Green Living & Development". Members of CSTI gave an overview on the Minimum Sustainability Standards Manual that has been introduced for Hotels, the Greening Cyprus Beaches project, the Cyprus Village Routes programme as well as the 'Reduction of Plastic in the Hotel Industry' project, the Waste Mapping project and the island wide introduction of the Cyprus Breakfast into hotels. It was really encouraging that the students showed such a keen interest in the work that CSTI is doing and they were impressed with the amount of detail involved.

BRINGING LIFE BACK TO SOLEA Event

The huge Solea fire in June destroyed more than 18.5km² of forest. The Forestry Department predicts that about 70% of the forest lost in the fire will regenerate itself. In order to ensure that this can happen, the department has prepared a comprehensive restoration plan which involves anti-erosion measures, managing biodiversity and some hard work from closely monitored volunteers.

The CSTI in collaboration with the TUI group, supported the massive reforestation programme for the Solea Area, as part of the efforts of the Forestry Department. The event was held at Agios Theodoros, Soleas valley, on Saturday 12 November 2016. 1,500 trees, provided by the Cyprus Forestry Department, have been planted by 270 volunteers – this was an incredible turn out by the public involving people from all over the world – they should be very proud of themselves.

GSTC European Regional Meeting: Building Sustainability in European Tourism, Athens, Greece, 23-24 November 2016

The Chairman and Projects Manager of CSTI, Philippos Drousiotis and Irene Yiasemi cemented Cyprus' reputation for being very active in promoting Sustainable Tourism when attending the Global Sustainable Tourism Council Conference "Building Sustainability in European Tourism".

Award received

The Cyprus Association for Cultural & Special Interest Tourism has awarded the CSTI for the excellent work in the promotion and development of special interest tourism. The award took place during their Annual General Meeting on 15 December 2016 at the Classic Hotel, Nicosia.

Activities on Facebook and Twitter

CSTI has been very active on both Twitter and Facebook. Its Facebook followers have more than doubled from 1026 at the beginning of the year to 2118 as of today. The average reach of the posts each day was around 100 at the beginning of the year and now it is around 600. On 9 September the reach was an incredible 7,885!

The Chairman of CSTI has been invited in various events to present our work including:

- The European Parliament office in Cyprus, the CTO and the Open University organised a conference on Sustainable tourism on 22 September 2016, in Protaras
- The Open Cyprus University, the office of the Commissioner of the Environment, the 'Friends of the Open Greek University and the Open Cyprus University' organised a conference on the perspectives for an Open University on 5 November 2016, in Nicosia
- Annual General Meeting of the Cyprus Chefs Association on 26 November 2016, in Limassol

Distinction Awards to our members

The CSTI congratulates its member Mrs Niki Agathokleous, owner of the small sweets industry 'NIKI SWEETS' in Agros, for the award given by the Time Out EATING Awards 2016, for the rose sweet as a "Cyprus product of the year 2016".

'Kathimerini' and 'Gastronomos' has organised for a third year the "Quality Awards" in Nicosia. During the event the best Cypriot products of the island were awarded. Two members of CSTI were awarded with the "Quality Awards" for their products. The 'Vasilikon' winery - for the label and packaging of its wine 'METHI' and 'A. M. Dairy Droushia' - for its traditional cheese 'chalitzi'.

The Cyprus Association for Cultural & Special Interest Tourism has awarded the 'Women Association of Rural Larnaca', a member of CSTI, for their excellent work in the promotion and development of special interest tourism.



Presentation of our new logo

The new logo of CSTI, launched at the AGM, depicts an olive tree, which it is connected with the history of Cyprus. In antiquity the olive tree was well known for its contribution in the development of the economy and the culture of the island. Historically, the olive tree was a symbol of peace. This connotation began in ancient Greece as early as the fifth century B.C. In the Bible, olive branches were used regularly to signal the end of a conflict or the approval of a higher power. Due to its relatively long life and cultivation by the human species, the olive tree is a central agricultural component of many ancient cultures. The domestication of this food source is estimated at about 4000 B.C., when the Neolithic people migrated into the Mediterranean Basin area.

Evidence of production of olive oil on the island goes back to the end of the 13th century B.C., the period to which the oldest olive presses, that have been discovered in settlements and temples, date back.

The role of the olive was, and continues to be, important for the Cyprus culture and history. The olive oil and the fruit of the tree are the two main ingredients of Cyprus and the Mediterranean diet. Additionally, under the flag of Cyprus, there are two olive tree branches which represent peace.

The new logo represents the new image of the Cyprus Sustainable Tourism Initiative and portrays the four pillars of sustainability: Environment, Society, Economy and Culture.

The Olive tree represents sustainability in all its aspects as well long life and eternity. Cyprus is an island and tourism has played a major role in the society and culture. The blue roots represent the sea, which plays an important role in the economy of Cyprus, as it attracts a huge number of tourists every year. Cyprus is blessed with an abundance of sunshine and warm temperatures. This is represented in the new logo through the double circle frame around the olive tree. The shape of Cyprus with the copper colour, at the bottom of the new logo, represents the historically attachment of the island to this metal. Cyprus was famous in antiquity for its copper resources. In fact the world copper is derived from the Greek name of the island.

Tree Planting at Asgata, Kalavassos, Moni, Monagroulli and Vasa villages

During the tree planting events in 2010 at Asgata, Kalavassos, Moni, Monagroulli and Vasa villages, 1200 trees have been planted by 110 French tourists from the Stanhome World Company. The following photos are taken at Asgata village in 2010 (left) and 2016 (right), before and after the tree planting.



2017 International Year of Sustainable Tourism for Development

The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development ([A/RES/70/193](#)).

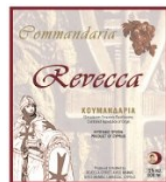
This is a unique opportunity to raise awareness on the contribution of sustainable tourism to development among public and private sector, decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

For the 2017 International Year of Sustainable Tourism Development, CSTI plans to work closely with CTO on developing further five projects.

Our Members

Hotels and Companies

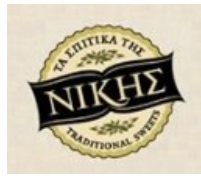
Affiliated member:



Producers



**Dairy A.M.
Droushia**



Municipalities/Community Councils

**Community
Council of
Droushia**

**Community
Council of Pano
Akourdaleia**



Universities



Hotels, Companies, Municipalities, Community Councils, Producers and individuals are welcome to become CSTI members. More details are available from www.csti-cyprus.org

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VISION FOR CYPRUS**



CSTI
CYPRUS SUSTAINABLE TOURISM INITIATIVE

