

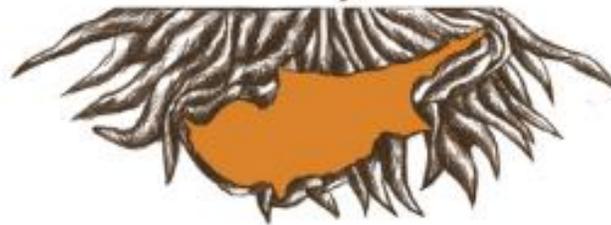


# CYPRUS SUSTAINABLE TOURISM INITIATIVE

## CSTI



Sustainability Is Culture



10<sup>th</sup> Annual General Meeting

28<sup>th</sup> September 2016

Bank of Cyprus



# CYPRUS SUSTAINABLE TOURISM INITIATIVE

## 'Sustainability Is Culture'

*'To contribute to the development of sustainable tourism in Cyprus  
that conserves the environment, supports the local economy  
and promotes the local culture' (CSTI, 2006)*

### EVENT PROGRAMME

- 18:00** Traditional Cyprus welcome
- 18:15** The Commandaria Orchestra under the baton of Francis Guy will perform Anastasia Guy theme composition Commanderie Vineyards
- 18:40** Welcome address from Mr Panicos Nicolaou, Director Corporate Banking of Bank of Cyprus
- 18:45** Welcome address from Mrs Annita Demetriadou, Acting Director General, Cyprus Tourism Organisation CTO
- 18:50** Welcome address from Mr Petros C Petrakis, Partner, In charge of Hospitality & Leisure Industry Group, PwC Cyprus
- 18:55** Message from Thomas Cook Group plc Sustainability Team
- 19:00** Welcome address from Mr Noel Josephides, Chairman Travel Foundation, Chairman Sunvil Holidays, Chairman ABTA
- 19:10** Message of H. E. the President of the Republic of Cyprus Mr Nicos Anastasiades by the Honourable Minister of Education and Culture Dr Costas Kadis
- 19:20** Presentation 'Sustainability Is Culture' by Mrs Arantxa Garcia, Head of Sustainable Development, TUI Destination Services
- 19:35** Speech from Mr Philippos Drousiotis, Chairman CSTI
- 19:50** Sustainability Awards 2016
- 20:10** Reception with traditional delights and producers fair

## About us

**Cyprus Sustainable Tourism Initiative (CSTI)** is an independent organisation. It was established in 2006, following a 2-year long project of the Travel Foundation that created a partnership of UK leading tour operators, environmental Cypriot NGOs, the Cyprus Tourism Organisation (CTO), Cyprus Agents and small village producers, their communities and associations. The goal of CSTI is to promote the development of sustainable approach to tourism in Cyprus through the preservation, conservation and the protection of the environment, the sensible use of natural resources and the improvement of the social and economic conditions of marginalized rural communities in Cyprus. CSTI aspires to the promotion of sustainable development in the tourism industry for the public benefit through research and education of the public and the tourism industry in the following:

- The preservation, conservation and the protection of the environment and the prudent use of natural resources;
- The reduction of the impact of our carbon footprint as a result of all our activities related to tourism;
- The improvement of the conditions of life in socially and environmentally disadvantage communities due to tourism;
- The promotion of sustainable means of achieving economic growth and regeneration.

## Aims

**Cyprus Sustainable Tourism Initiative (CSTI)** aims to harness tourism demand (tour operators, agents) with the supply of tourism resources (small producers and their communities) so as to develop a sustainable approach to tourism in Cyprus. Offering a memorable experience for the tourist, this approach also provides a clear economic benefit to villages marginalized by mass tourism, while minimising adverse socio-economic and environmental impact.

## Our mission

**Cyprus Sustainable Tourism Initiative (CSTI)** mission is to contribute to the development of sustainable tourism in Cyprus that conserves the environment, supports the local economy and promotes the local culture.

## CSTI Board Members 2015-2016

**Chairman:** Philippos Drousiotis

**Secretary/Treasurer:** Gregoris Demetriou

**Board Members:** Angela Richardson, Antje Papageorgiou, Charalampos Theopemptou, Costas Michael, Dafnis Panagides, Francis-Nektarios Guy, Ioanna M Ioannou, John Wood, Nicos Hadjicosteas, Phylactis Lazarou, Savvas Perdios, Tina Dobbins and Yianna Orphanidou

## Projects 2006 - 2016

Working with the Cyprus Tourism Organisation and the Travel Foundation UK we have developed several projects. Through our projects we aim to:

- demonstrate the benefits that sustainable tourism has to the environment, the society and the economy of the island protect the natural environment
- promote local culture and traditions
- develop close links between local suppliers and hoteliers / operators
- educate and inform regarding sustainability issues

***We believe that our work can benefit and support Cyprus in becoming a leader in sustainable tourism.***

Our projects:

1. Zenon of Kition, an Environmental Pioneer
2. Cyprus Breakfast
3. Waste Mapping
4. Greening Cyprus Beaches
5. Minimum Standards for Sustainability
6. Sustainable Hotel Gardens in Cyprus
7. Cyprus Village Routes
8. Make Hotels Greener
9. Water, Energy and Waste
10. Optimising all inclusive customer spend in the Paphos economy



## 10<sup>th</sup> Annual General Meeting and event “Sustainability Is Culture”

### Mr Philippos Drousiotis, Chairman of CSTI



We would like to welcome you to the 10<sup>th</sup> Annual General Meeting of CSTI and the event “Sustainability Is Culture”. Your presence here with us today gives us strength to continue our efforts towards making Cyprus the year-round sustainable tourism destination in the Mediterranean.

We have successfully completed ten years 2006-2016 and we are all very proud of our achievements. We have purposely chosen Nicosia this year to hold our 10<sup>th</sup> AGM since we wanted to have as many people from the tourism industry including decision makers in order to convey the message that “SUSTAINABILITY IS THE ONLY WAY FORWARD FOR THE CYPRUS TOURISM”. We couldn’t find a better place than the CVAR/Severis Foundation which is located on the “green line” with a mission “to promote culture, education, peaceful coexistence, understanding and cooperation amongst the people of Cyprus and between Cyprus and its neighbours”. We wanted also the celebrations of our 10 years to coincide with “The World Tourism Day”. The theme for this year is “Tourism for all- promoting universal accessibility”. In his message for the “World Tourism Day” Ban Ki-moon the United Nations Secretary-General said “Accessibility is both an important market opportunity and central to responsible and sustainable tourism policies and business development strategies ... all people can and should be able to participate in tourism and enjoy unforgettable travel experiences”. In 2017 the theme of “World Tourism Day” is “Sustainable Tourism – a Tool for Development”. This is a great opportunity and challenge at the same time for Cyprus to further embrace and develop sustainability at all levels.

We strongly believe that these ten years we have contributed towards introducing Sustainability in the Tourism Industry. All sustainability programs and initiatives undertaken by CSTI and its partners, Cyprus Tourism Organisation and Travel Foundation, are more than essential in the development of tourism in Cyprus. It is more important than ever for Cyprus to adopt a sustainable approach to tourism. Tourism is probably the only industry that helped and is helping the Cyprus Economy to get out of the recession.

It is more than vital to protect our environment, our cultural inheritance and promote our local produce. We must get back our “local pride” and Tourism is the main industry which has employed unemployed Cypriots and helped to regenerate the Cyprus economy. The theme of this year’s AGM is “Sustainability Is Culture” and this is the reason we have invited the Commandaria Orchestra today to perform and celebrate with us our 10 very productive years. In addition, Culture is one of the pillars of Sustainability.

Tourists have become more demanding, they are asking for experiences during their holidays that will remember for the rest of their lives. They want when they stay at the Cypriot hotels and enjoy our beaches to be able to tell the difference that they are in Cyprus and not in another Mediterranean Destination. They can tell the difference only if they eat traditional Cypriot food, enjoy the Cyprus Breakfast at their hotels, if they are served by Cypriots, if they see endemic plants on our beaches and the hotel gardens, that can only be found in Cyprus, or if they encounter other cultural and social aspects of our civilization.

The economical crisis has only speed up the process towards sustainability and it has convinced more people in the tourism industry to address concepts such as responsible and sustainable tourism. We at CSTI are working on sustainability since 2006 the year that we were established and from 2010 we entered into a partnership agreement, with Cyprus Tourism Organisation (CTO) and the Travel Foundation, UK (TF), to establish a programme of initiatives to support Cyprus in becoming a leader in sustainable tourism. Cyprus must follow the road of sustainability and there is no Plan B. We must meet “ ... the needs of the present without compromising the ability of future generations to meet their own needs”.

### **Our First Years**

- 1.** The “Village Routes” project is a set of 6 self-drive routes that allows customers to experience the “Real Cyprus” by visiting communities and traditional villages. The overall aim of this project was to ensure the wealth tourism brings to Cyprus reaches the marginalized communities by mass tourism. We have distributed more than 30000 copies which resulted more visitors and more spending in the local communities. The six village routes are: “Central and western Limassol”, “Orini Larnaka”, “Red Earth and Windmills”, “Troodos- Green Heart of Cyprus”, “Pitsilia” and “North Pafos and Akamas”
- 2.** In 2007 we mobilized the tourism industry to plant more than 800 new trees at Fylagra. The event raised more than 4700 Euro which was donated to the Forestry Department for the reforestation and care of the Troodos forest. The event promoted coordination of action and cooperation among all the stakeholders in the tourism industry for a common good.
- 3.** In 2008 “Water and Energy Saving project in the hotel industry”, with equal funds from the Travel Foundation and the Cyprus Tourism Organisation, more than 100 hotels participated from all over Cyprus in the project and within a 6-month period the industry managed to save more than ½ a million euro in water and energy. We managed this by distributing to all the participating hotels the manual “Sustainable Tourism is Good for Business”. The results of the project were presented in November 2008 at the World Travel Market and the project was replicated by the TF in other destinations such as the Caribbean, Morocco and Shri Lanka.
- 4.** Over the years we have organised Producers Fairs in marginalized villages such as Phini, Vavastinia, Anogyra, Erimi, Galata, Simou, Droushia and Sotira. These events not only brought publicity to the villages and the surrounding areas but had also a positive impact to the local communities.
- 5.** In May 2009 we organised in cooperation with Green Dot the “Troodos Cleaning Campaign”- Our aim was to contribute towards cleaning the country side but most importantly we wanted to contribute towards changing the mentality of our people and thus changing their behaviours and eventually stop littering. This is the main reason Green Dot visited all elementary schools of the area, talked to the children about recycling and littering, gave every child a recycling bag and a book about recycling. The results were exceptionally good; more than 300 people participated including children and tons of recyclable waste was picked up the same day by Green Dot. The message was crystal clear “Keep Cyprus clean for us, for our visitors but most importantly for the new generations of locals and tourists.
- 6.** In May 2009 we organised in co-operation with the University of Nicosia the “Waste Management Conference: The prospects within the Cyprus Hospitality and Tourism Industry”. The findings of this conference which was well attended were used to develop projects such the “Plastic Reduction Project” funded by Thomas Cook and the “Waste Mapping” part of the Cyprus Destination Partnership (CDP).

7. In the scope of our actions during these ten years CSTI has organised many “Cleaning and Awareness” Campaigns”, tree planting initiatives and workshops and seminars on issues on sustainability addressed to young people. We believe that is very important to invest on our young people and we hope that in the future the cleaning and awareness campaigns will become obsolete.

### **Cyprus Destination Partnership (CDP)**

In 2010, the Cyprus Tourism Organisation (CTO), Cyprus Sustainable Tourism Initiative (CSTI) and the Travel Foundation, entered into a 5-year partnership agreement to establish a programme of initiatives to support Cyprus in becoming a leader in sustainable tourism. This destination partnership has been set up to improve sustainability of tourism in Cyprus and help the island meet the challenges it faces, both now and in the future, whilst supporting tourism businesses in dealing with issues such as water scarcity, dependence on finite resources and environmental impacts. In order to create policy change and deliver successful projects we cooperate with different stakeholders in consultation and implementation including hotels, UK tour operators, ground handlers, ABTA, municipalities, Cyprus Hotel Associations (PASYXE & STEK), Cyprus Hotel Managers Association (PASYDIXE), the Forestry Department, the Cyprus Marine Environment Protections Association (CYMEPA), the Regional Board of Tourism, The Commissioner of the Environment, The Environmental Agency, The Special Interests Association and the Ministry of Energy, Commerce, Industry and Tourism.

Through our projects we aimed to:

- demonstrate the benefits that sustainable tourism has to the environment, the society and the economy of the island
- protect the natural environment
- promote local culture and traditions
- develop close links between local suppliers and hoteliers / operators
- educate and inform regarding sustainability issues

A number of projects which make up a unique five year 'destination partnership' between the CTO, CSTI and the Travel Foundation include the following:

#### **1. Minimum Sustainable Standards (MSS)**

One of Cyprus Destination Partnership greatest successes was the introduction of minimum sustainable standards in hotels. For the first time in any destination - a global first - mandatory sustainability standards for hotel establishments have been approved by the CTO. This means every hotel operating in Cyprus must now take action to protect the environment and support their local community, which will ultimately lead to cost savings and a more authentic Cypriot offering for their guests.

The standards cover a range of criteria including:

- Reducing energy, water and chemical use, and the amount of waste generated.
- Training staff and having a "green team" responsible for sustainability issues.
- Sourcing local goods and services where possible.
- Promoting authentic Cypriot food and entertainment.
- Supporting local charities and community initiatives.

The CTO's inspectors will check compliance as part of their general assessment of quality standards. As hotels sustainability performance improves over time, the standards will be reviewed and revised in order to move the Cypriot hotel sector towards best practice in the long term. The MSS is one of the main reasons Cyprus won the Silver Award as the “Best Destination for Responsible Tourism” among 500 entries which was announced at the World Responsible Tourism Awards ceremony, held at the World Travel Market the leading global event for the travel industry. The award recognizes the CDP’s continuing efforts and commitment to create a sustainable tourism product

## **2. Waste Mapping**

Waste mapping supports hotels in identifying the sources, types and quantities of waste produced and implementing simple actions that can be taken to minimize waste, save money and achieve long lasting sustainable waste management.

The Cyprus Destination Partnership worked closely with Louis hotels throughout 2015 to support them in implementing the waste mapping tool and developing interventions to reduce waste at each of their hotel properties in an effort to improve the guide and tool on waste mapping before introducing them in the hotel industry in Cyprus.

## **3. Greening Cyprus Beaches**

Beaches are really important to Cyprus. We’ve produced a 60 page handbook both in Greek and English, highlighting how municipalities and beach managers in Cyprus can help make their beaches greener. It provides practical tips, checklists, case studies and other information around ten categories including sand and water quality, vegetation and planting, 'green' signage and facilities, locally sourced food and drink, and public information and education. CSTI presented the initiative in Florence Italy at the MITOMED conference in May 2014. MITOMED is now promoting the manual by including it in an action plan for sustainable management of maritime and coastal tourism.

## **4. Cyprus Breakfast**

As part of the Cyprus Destination Partnership effort to support and promote the Cypriot culture a «Cyprus Breakfast» project was implemented as a pilot in Pafos last year and is now extended in other hotels all over Cyprus. The program focuses on Cypriot gastronomic tradition, aiming to improve the local/traditional character of the breakfast offered by the participating hotels with a view to create an added value in the hotel service industry. Our ultimate goal is to identify the brand with the authenticity of the products we use and to know their rich cultural tradition. Cyprus Breakfast is a unique concept currently offered by 35 hotels in Cyprus.

## **5. Optimizing All Inclusive / Destination Pafos**

After a research carried out in Pafos we found out that tourists staying in Pafos spent significantly less outside the hotel than those staying in other Cypriot resorts. The lack of appealing shops, restaurants and activities as well as the comparatively high quality of the all-inclusive hotels, make the tourists unwilling to leave the hotels and explore Pafos and its surrounding villages. ‘Optimising all-inclusive’ project aims to develop a scheme where businesses can display a logo to advertise that they offer Cypriot experience. This may be traditional food, cultural activities, local crafts or their unique situation within a historical building or site. The scheme is supported and promoted by hotel staff, trained as "ambassadors", who

provide guests with information on authentic local delicacies, activities and crafts. The 'Destination Pafos' logo is used as bench mark to identify businesses that they fulfil certain criteria such as supplying locally sourced food, selling traditional crafts or promoting local heritage as well as ambassadors trained to inform guests about the places they can go to get a real flavour of Pafos. We hope this means more people will be tempted to leave their hotels to experience some of the wonderful quality local experiences in Pafos.

The five year partnership among CTO, CSTI and TF has established a programme of work to support Cyprus in becoming a leader in sustainable tourism. Although there have been challenges there have been a number of successes and many learnings that have been derived from this unique partnership. Even though the Cyprus Destination Partnership has ended by the end of 2015 our collaboration with both CTO and Travel Foundation continues.

### **2016 Projects**

1. In 2016 the CSTI in an attempt to ensure that the Minimum Sustainable Standards (MSS) are implemented in the hotel industry, supported the standards with real-life examples of best practices, and publicized waste, energy and water savings results achieved through implementing initiatives described within the handbook, worked closely with hotels and presented the results to the CTO. This project was fully funded by the Cyprus Tourism Organization. The study was focused on 10 hotels in measuring the results of applying the MSS and in recording best practices. The sustainability and future viability of the MSS requires active involvement of the hotel industry. Critical 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.

2. In 2016 CSTI has also worked with the Travel Foundation 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 was identified what tourists can currently buy on excursions searching at the same time 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 hotel industry in Cyprus have given the leverage to be actively involved in such sustainability projects.

3. The CSTI participated at the 'Closing the Plastic Tap' - 2<sup>nd</sup> International Workshop - organised by IUCN and the Foundation Prince Albert II in Monaco in May 2016 - so that 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.

### **Thomas Cook "Plastic Reduction" Project**

28 Hotels across the island took part and some of the success stories were:

- a. 49,000 plastic cups were saved by the Ascots Beach Hotel and 69,075 plastic cups were saved by the Dome Hotel by changing from single use plastic cups to multi-use durable cups. This represented a total saving of €5,300;
- b. 793,916 plastic bottles of water have been saved from disposal in landfills;

- c. 1.33 plastic bottles of water have been saved on average per each guest each day;
- d. Hotels saved 19 tonnes of plastic, equivalent to just over the weight of 19 Toyota Yaris's.

The workshop was addressed by numerous experts from around the world including the renowned Pierre-Yves Cousteau.

## **TUI**

TUI probably the biggest tour operator in the world with more than 30 million tourists per year and with more than 400,000 tourists in Cyprus place sustainability on the top of its agenda. In 2013 the Travel Foundation worked with TUI and PwC in Cyprus to pilot a new method of impact measurement, which quantifies and values economic, tax, environmental and social impacts of tourism activities in a destination (TIMM –total impact measurement management). The report highlighted that impacts of tourism are not being adequately measured making it difficult for Cyprus to master plan for successful tourism growth that will be beneficial for the country. As suggested by the official of Travel Foundation the Cyprus Tourism Organisation can use some of the recommendations from the TIMM project in order to formulate a master plan for sustainable tourism in Cyprus. One will wonder why TUI spends a substantial amount of money to measure the impact that the TUI guests, who spend their holidays in Cyprus, have on the island. Simply because they want to secure that Cyprus will be a sustainable destination for their future business. Here, I would like to quote Jane Ashton, Director of Sustainability, TUI Group *“As the world’s largest tourism business, we recognize our responsibility to pioneer and influence change for more sustainable tourism. We do not underestimate the sustainability challenges that lie ahead of us and for the wider industry as international tourist arrivals grow from 1.1 billion in 2014 to 1,8 billion in 2030. Better Holidays, Better World is our response to these challenges and we are delighted to see that tourism will also play an important role in the UN Sustainable Development Goals. We believe that tourism is a force for good, and we can make it even better”*. TUI has launched a campaign “Better Holidays, Better World” as demonstrating a step change in approach. It pledged to collaborate with stakeholders, customers, suppliers, educational and training establishments, governments and UN organizations to effect change at scale. TUI will invest millions of Euro by 2020 to enhance the positive impacts of tourism, creating the TUI Care Foundation to support this work.

## **One Cyprus One Sustainable Policy**

We at CSTI strongly believe that on issues of sustainability we need to work together with the Turkish Cypriots, share knowledge and information towards making Cyprus a sustainable destination. It is easily understood that the negative impacts on economic, social and environmental issues affect the whole island. We are convinced that sustainable tourism will help unite our country and all Cypriots will live together in a united and hopefully sustainable Island. Sustainability can be a bridge for bringing people together overcoming barriers and finding sustainable solutions. Our environment has not got boundaries and all sustainable issues are the same for all of us. On this direction is in our future plans to create a Sustainability Hub as a contact point for all stakeholders for the whole island with regard to sustainable tourism.

## **Our recommendations**

In order for Cyprus to continue its journey of sustainability we need to integrate sustainable tourism at a national policy level. It is a matter of collaboration among several industry sectors and in order to engage all the government departments a leader in sustainable tourism is required. We embrace the intentions

of the government to create a new position for “Under Secretary of Tourism” that will ensure a formal structure of sustainability is incorporated in government strategy and only then several government departments will work together to address issues such as the waste management and seasonality. In addition, it has become very clear that sustainable tourism can only be achieved if all stakeholders are involved such as hoteliers, restaurateurs, developers, travel agents, tour operators, environmental agencies NGOs and last but not least the local communities. In this room tonight we are pleased to have representatives from the tourism industry and all together we can make the difference.

It is now the time to place sustainability on the centre of all future tourism related strategies. Sustainability will become our Unique Selling Point –USP–something that will improve our image and we will eventually become less dependent on prices where we cannot compete with destinations such as Turkey, Egypt or even Greece. A sustainable Cyprus will become more attractive to markets such as German and Central Europe hoping also to solve the seasonality issue. We want to attract higher income, higher education, higher spending customers who are not travelling in the peak season and are interested for experiential tourism which in Cyprus we offer throughout the year. In addition, studies done by TUI and Thomas Cook show that customers’ travel decisions are influenced by sustainable factors.

We must all understand that we all have a role to play in promoting Sustainable Tourism Development. The government of Cyprus, the NGOs, the tourism industry, the individual tourists and the International Organizations have a role to play. CSTI as an NGO is here to complement all other efforts towards sustainability and to share knowledge and information with all stakeholders in the tourism industry.

We believe that CSTI and other stakeholders should be part of sustainable tourism advisory boards at all levels of government and/or industry. They should have an input into sustainable tourism planning and development. Even though CSTI is involved in education and training we believe that we have to play a more active role in education concerning subjects such as **a.** the appropriate behaviour related to sustainable tourism on the part of the industry, the individual tourists and the government (national and local), **b.** the importance in the economy of sustainable tourism, **c.** the need for protecting our natural resources and **d.** sustainable tourism projects. CSTI together with other related NGOs should monitor the impacts of sustainable tourism on the local culture and environment, should assist in sustainable tourism research and collection of data and should support and encourage the appropriate sustainable tourism development.

It is with great pleasure to see the tourism industry after the economic crisis promoting local produce and encourage hotels and other tourism businesses to hire local people. This is exactly what our tourism product was missing during the last 10 – 15 years. In addition, we are encouraging the industry to introduce renewable sources of energy, reduce the water consumption and the waste production and address the problem of seasonality. All these will make our tourism product more competitive, will reduce unemployment, reduce operational costs and increase the revenues from tourism. We need to convince all stakeholders that SUSTAINABLE TOURISM IS GOOD FOR BUSINESS! The biggest tour operators TUI and Thomas Cook are convinced. They even hired Directors and Managers for Sustainability and Corporate Social Responsibility (CSR). All hotels that want to work with TUI and Thomas Cook, Sunvil Holidays and other Tour operators from UK they will need to have “Travelife Sustainability System”. There are things to celebrate after all we are making steps forward towards a more sustainable world. We at CSTI are

determined to continue our efforts towards making Cyprus a really sustainable destination to be enjoyed by locals and tourists at the present but also by the future generations of locals and tourists.

The fact that our 10<sup>th</sup> Annual General Meeting and the event “Sustainability is Culture” is under the auspices of H.E. the President of the Republic of Cyprus Mr. Nikos Anastasiades and the presence of the Honourable Minister of Education and Culture Dr. Cotas Kadis, the Commissioner of the Environment Mrs. Ioanna Panayiotou, the President of the Cyprus Tourism Organisation Mr. Angelos Loizou, the Acting Director General of CTO Mrs. Annita Demetriadou, Members of the Parliament gives only positive messages that our country puts Sustainability on the very top of its priorities.

### **Thank you**

I take this opportunity to express my thanks to H.E. the President and his government, for their continuous support to our Organisation in its efforts to promote sustainable tourism. I would like to thank the friends of CSTI the Honourable Minister Dr. Costas Kadis and the Commissioner of the Environment Mrs. Ioanna Panayiotou for being with us tonight and for always supporting our work. I would like to thank the Cyprus Tourism Organisation and especially the Chairman Mr. Angelos Loizou and Mrs. Annita Demetriadou the Acting Director General together with all the CTO Board Members for their full support during the 5-year partnership and their commitment to continue supporting CSTI. Many thanks go to Monica Liatiri Senior Officer of CTO responsible for the partnership and for her enthusiasm for our work. I would like also to thank the Chairman of the Travel Foundation Mr. Noel Josephides who came all the way from UK just for this evening to express the TF’s support for our work. Noel Josephides together with Dr. Dafnis Panayides were the pioneers back into 2004 to create CSTI. I would like also to thank the main speaker Mrs. Arantxa Garcia, Head of Sustainable Development, TUI Destination Services who came from UK just for our event to convey the message of the importance of Sustainability for TUI, the biggest Tour Operator in the World. This year we are honoured to have two reputable private organisations the Bank of Cyprus and the PwC being our main sponsors. Their sponsorships show their commitment towards Sustainable Tourism. Many thanks to Mr. Panikos Nicolaou, Director Corporate Banking, Bank of Cyprus and Mr. Petros C. Petrakis Partner in charge of Hospitality & Leisure Industry Group, PwC Cyprus for their welcome addresses.

I would like to thank the “Commandaria Orchestra” for their excellent performance tonight under the baton of Francis Guy. I would like to thank all the Board Members of CSTI and welcome the two new elected Board Members, Mrs. Ioanna Ioannou from PwC and Mrs. Kelley Polis from Vavla Rustic Retreat. Many thanks to the two Board Members Mr. Charalampos Theopemptou and Mr. Savvas Perdios, who are stepping down, for their contribution during the last years. Last but not least I would like to thank our dynamic staff Irene Yiasemi Programmes Manager, Georgia Agapiou Administration Officer and Maria Mavromoustakou trainee the ones responsible for organising tonight’s event which took a lot of effort enthusiasm and hours of hard work. Many thanks goes to the main sponsors of tonight’s event the Bank of Cyprus, the Cyprus Tourism Organisation and the PwC, to the media sponsors RIK, Cyprus Mail and “Kathemerini”. We would like also to thank all the supporters for giving us donations and gifts for our lottery. I would to thank all the members of CSTI and all of you who came tonight to show your support for our work. Many thanks to all the exhibitors of local products and services. I left last the MC of tonight’s event Mrs. Yianna Orphanidou, member of CSTI’s Board whose ideas and hard work had made this event a memorable one.

**Thank you all**

## Sustainability Awards 2016

### Business Tourism Sustainability Award

Nominees:

1. Atlantica Hotels and Resorts
2. Ayii Anargyri Natural Healing Spa Resort
3. Natura Beach Hotel and Villas



#### Atlantica Hotels and Resorts

With 10 Hotels located across Cyprus, Atlantica Hotels & Resorts are totally committed to sustainable development and continuous improvement towards greater achievements. They have recognised a long time ago that sustainability is being demanded more and more by their guests. Over an extensive period of time they have incorporated sustainability into their daily operations with the aim to improve their sustainable and environmental performance. Their management system certifications ensure they deliver quality services and products to their guests and partners with the lowest possible impact on the environment and on society. The result is that they have achieved Gold Status in the Travelife Sustainability Certification scheme and this has helped to reassure guests and partners that they are industry leaders and totally committed to doing their 'bit' to help develop sustainable tourism. Their management systems are the backbone of their operations as they provide their staff with a comprehensive set of tools that allows them to fulfill the Company's mission in each of their hotels more effectively.

Website: <https://www.atlantichotels.com/>





### **Ayii Anargyri Natural Healing Spa Resort**

Ayii Anargyri is a resort with a heart and an environmental friendly concept. Parts of the building date back to 1760 and in 1983 it was acquired by the parents of the current owners when it was in a very bad state of disrepair. After getting the building habitable again it operated as a 12 room hotel and restaurant with the ultimate aim to create a unique spa resort. Although the owner did not live to see his dream come true it reopened in 2009 after the traditional building and church had been carefully and sensitively restored to recapture their original character and the new Spa and Bungalows captured the same style.

Both buildings (Spa & Hotel), use renewable energy for all of the mechanical systems. Furthermore, the buildings are well insulated, thereby minimising the loss of the energy. From the beginning, the importance of designing a building as 'green' as possible, with low energy consumption, was one of their main targets. They are the only resort in the island implementing all sources of renewable energy.

A complete B.M.S (Building Management System) has been installed from where the maximum demand, all the external lighting as well as common lighting and the operation of all mechanical systems can be time controlled, therefore all the systems run at the most economical way. By installing solar pumps combined with photovoltaic panels, they have managed to have almost zero consumption of electricity for the function (filtration) of the swimming pools. The mechanical systems of the Spa work with geothermal energy for the heating and cooling of the building and hot domestic hot water (normal and sulphur) as well as heating of the spa indoor pools. Solar Energy is used for hot domestic water (normal and sulphur) as well as heating of the spa heating of the indoor pools. Also, Solar Energy (Photovoltaic Panels) is used for the function of the pools. By using the various renewable energy systems and energy saving systems the resort is achieving 40-45% savings in electrical and energy consumption in comparison to a similar sized hotel and spa.

Website: <http://www.aasparesort.com/>





### **Natura Beach Hotel and Villas**

The family run Natura Beach Hotel and Villas is a nature lovers resort which is very popular for active holidays - by Walkers, Cyclists, Botanists, Birdwatchers, Turtle Lovers, Anglers, Swimmers and Snorkelers as well as Scuba Divers. The characteristic low-profile design of the hotel buildings and their distance from the beach are part of the owners' effort of not imposing upon the surrounding environment.

The hotel's plantations provide most of the fruits used in their kitchen. Over 600 citrus trees supply fresh, organic juice and fruits throughout most of the year. The 400 olive trees produce a few thousand liters of organic extra virgin olive oil annually, as well as delicious olives, both used extensively by their Chef. Depending on the season, guests can participate in olive and orange picking. Other trees like bananas, figs and palm trees turn the estate into an exotic park. Their organic vegetable garden nearly covers the needs of their kitchen year round. The nearby small animal farm (goats, chickens turkeys, ducks, rabbits etc.) provides some of their requirements i.e. free range eggs or the milk for the halloumi cheese.

A separate piping network provides ground water from the hotel's own well to the toilets thus saving valuable drinking water. The ground water is also used for the irrigation of its plantations and herb gardens. All waste water is then collected in a sophisticated on-site biological treatment station and the treated water is used for irrigating the orchards. A solar panel system ensures that for most of the year no fuel at all is used for heating the water. Most importantly - there are no bright lights or watersports on the beach as Polis Bay is a breeding ground for Sea Turtles (both the *Careta Careta* and the *Chelonia Mitas*). Turtle nests are monitored and protected.

The hotel also organises lectures on the nature of Cyprus and guided walks to the Akamas Peninsula Nature Reserve - free to all guests of Natura.

Website: <http://www.natura.com.cy/>



## Community Sustainability Award

### Nominees:

1. Kalopanayiotis village
2. Louvaras village
3. Steni village

### Kalopanayiotis village

Kalopanayiotis is one of the most interesting villages in Cyprus. It is located in the Marathasa Valley on the Troodos range approximately 70 km from Nicosia and Limassol. The Lampadistis Monastery – UNESCO heritage site - is one of its main attractions. Other points of interest are the traditional architecture, the sulphur springs, the water mills, the evergreen valley, etc. The village received the European Destinations of Excellence (EDEN) Award from the European Commission in 2011. As an Excellent Destination in Cyprus it received the first prize in the award 'Tourism and Revitalisation of Natural Destinations'.

Over the years a lot has been done to bring the village 'back to life' including the reconstruction of the village square, roads and the area with healing waters. A Cultural and Conference centre has been created in a traditional house, 'The House of Lavrentios' and Nature trails have been marked out. There are plenty of activities for visitors to do such as using the natural spa, excursions, hiking, running, cycling, fishing and photography. Additionally, there are two museums: 'The Byzantine Museum' and 'The House of Lavrentios', where visitors can learn about the history of the village.

The sulphur springs can be found at the banks of river Setrachos next to the Venetian bridge. The healing properties of the waters were known since antiquity. The whole area was part of the ancient Kingdom of Soli whose kings used the area as their wellness resort combining it with their hunting outings. It is said that a temple dedicated to Aesclepius, to the ancient god of healing, was situated on the same spot where the Lampadistis Monastery stands today. The spa waters have been used throughout the ages to this day for their healing properties.

Website: <http://www.kalopanayiotis.com/>



### **Louvaras village**

Louvaras village in Limassol District (with a population of around 400) is surrounded by green as it is built in the shadow of the Kakomalis Mountain. It pioneered the commercial production of organic vegetables. It restored one of the oldest traditional olive mills in Cyprus and one of the most important Byzantine churches of Ayios Mamas, built in 1455 in the centre of the village, with frescoes of unique historical and artistic value, some of which are signed by artist Philippos Goul. The hamlet of Athrakos is part of the municipality.

It is characterised by a strong community co-operative spirit and progressive outlook. The local council is very active and receptive to promoting sustainability activities. Also, it is one of the five villages which produce the original Cypriot wine, the Commandaria. There is also a small local distillery of Zivania. Visitors can enjoy genuine traditional Cyprus cuisine in the local tavern of the village.

Website: <http://www.thevillageexpress.com/cyprusvillage/profile/214&lang=gr>





### **Steni village**

The village Steni is found in the northwestern part of Cyprus, five kilometers from the sea of the Gulf of Chrysochous. It is built at an altitude of 200 meters above the sea and its climate is ideal during all the seasons of the year. Cherries, avocados, mangos, watermelons, apples, bananas, oranges and almost anything you can imagine are grown in the area confirming that the right climate exists in this region, unlike in many other areas of Cyprus.

There is no exact information about when the village began to exist, but from a part of the old watermill next to the river that crosses the community, experts have pronounced that this is building of the 16<sup>th</sup> century and thus the village is of the same roughly chronology. Some other information brings the village to exist during the construction of the monastery of Virgin Mary of Chrysolakournas during the 12<sup>th</sup> century.

With the manufacture of the "Evretos" dam the life of residents especially that of the farmers changed because they now had new choices other than traditional agriculture i.e. cultivating only cereals. The main products today are citrus fruits, olives and cereals. Today the village of Steni has about 120 residents and increasing.

More than 3000 plants have been planted throughout Steni village and in 2012 the village received the award for "The cleanest village in the district of Paphos". Visitors can easily learn about the history of the village and the rural life in the area at the 'Museum of Steni Rural Life'. The Village wall has been lined with stones from the entrance of the community until the exit and the traditional water mill has been completely restored. It is very much on the list of 'heritage' villages that a visitor to Cyprus should visit especially as it has authentic local taverns and traditional accommodation.

Website: <http://www.steni.org.cy/en/council-ten>



## Small Business Sustainability Award

### Nominees:

1. Cyprus Walks Etc
2. Oleastro Enterprises Ltd.
3. Cyprus Wine Museum



### **Cyprus Walks Etc.**

Cyprus Walks Etc represents a private venture through which a group of associates offers assistance to travellers in their exploration of Authentic Cyprus. They focus on services for environmentally-friendly exploration, especially related to guided and self-guided walking trips in Cyprus. Other similar activities in Cyprus for which they offer services include the guided exploration of coastlines on human-powered watercraft and the self-guided exploration on electric bicycles. They make a best effort and encourage their counterparts to make a best effort in conserving energy and resources (from minimising the use of printing paper to using energy saving technology in accommodation and more) since it is in everyone's best interest, locally and globally.

Many of their routes are related to different habitats that include nearly 150 endemic plants and 50 orchid species, nearly 400 bird species, the endemic moufflon subspecies and the griffon vulture, as well as sea turtles that use Cyprus as feeding grounds for much of the year and for reproduction. They encourage their visitors to enjoy wildlife by spotting it without disturbing it. They emphasise the value of wildlife to local service providers in an effort to convince them that its protection is in their best interest. They employ local service providers, especially with regards to accommodation, alimentation, people's transfer as well as luggage transfer because they believe that an economic benefit of their operations should pass to the local communities through which their itineraries pass, giving a direct incentive to the local communities to protect their heritage.

Their services are all about 'authentic experiences'. They believe that Cyprus' advantage compared to many other destinations stems from the combination of beautiful and varied nature, rich cultural heritage, a moderate climate and security. Preserving local culture is a core part of their mission as a thriving local culture that builds on society's heritage (e.g. Cyprus cheese and Cyprus traditional cuisine in general) adds value to their services.

Website: <http://www.cypruswalksetc.com/>



## Ολέαστρο

### Oleastro Enterprises Ltd.

Oleastro Olive Park and Museum is ideally situated half way between Paphos and Limassol, gazing at the peak of the Troodos Mountain to the north and overlooking the Episkopi bay to the south. It is 3 km past the picturesque village of Anogyra, famous for its unspoiled traditional character. Standing alone on the hill of 'Mosfilovounos', amidst the olive trees in the organic olive grove Oleastro, the building is in full harmony with its environment.

A small but dynamic company, Oleastro Enterprises Ltd is the market leader in the Cyprus organic olive oil market. The ecological olive mill of Oleastro, aiming at producing olive oil of the highest possible standard, is a 'first' in Cyprus because it is the only olive mill certified to the HACCP, ISO9001 and ISO14001 standards. Also, the 'waste' - the leaves, crushed kernels and skins - are recycled in the form of organic compost to feed the trees instead of using chemical fertilizers. Part of this is also dried out and used as fuel for the water boiler as an alternative form of energy, instead of using electricity.

Oleastro provides to its customers the history of the olive oil through the "Olive Oil Museum". The museum, unique in Cyprus, features olive oil extraction methods of the past (millstone, olive press) and various items related to the storage and uses of the olive oil as well as its history. Illustrated wallboards give a variety of interesting facts, such as wearing wooden shoes to press olives and the role played by the olive oil in the Mediterranean diet for medicinal and cosmetic purposes, as well as on other gifts and uses of the olive tree. Visitors have the opportunity to compare the extraction methods of the past to the modern process of the ecological olive mill

The Olive Park – 'Oleastro' is unique as its representations feature various aspects of the 60,000 years of the civilization of the olive. These include various extraction methods (from pressing olives with one's feet - like pressing grapes - to the latest state-of-the-art ecological pressing method), various farming activities related to the olive tree (such as harvesting, (organic) cultivation, ploughing etc.), professions related to the olive (e.g. the soap maker, woodwork with the olive tree, the olive oil seller), excavations (e.g. at Kouklia), the role of the olive and olive oil in the Cyprus house and the Mediterranean diet, customs, traditions, history, mythology and much more. Some of these are activated with just the press of a button. All exhibits are accompanied by selected brief, interesting and educating texts in four languages (Greek, English, German and French).

The Park and Museum have won many awards over the years, the most recent of which is the Trip Advisor 'Certificate of Excellence' for 2016.

Website: <http://www.oleastro.com.cy/>





### **Cyprus Wine Museum: A journey from the birthplace of wine**

The Cyprus Wine Museum is located at the birthplace of the European Wine, Erimi village, with a wine history of more than 5500 years.

The wine museum is located at the most important historical and trade crossroad of the island: The road between the ancient town of Kourion and the Commandaria Castle (Kolossi Castle) known as Knights Street and the road that leads to the wine villages of Limassol.

It features a unique thematic exhibition and in collaboration with the Cyprus Museum presents a collection of archaeological findings and exhibits. It provides visitors a unique journey and informs on the production, storage, use and trade of wine since antiquity. It also outlines the importance of the vine, grape and wine in the arts.

Throughout the year lectures, wine tasting sessions, performances and concerts are organised. Also, different educational programs aimed at school groups of all levels are applied.

It displays the indigenous to Cyprus grape varieties, as well as the history of one of the oldest and unique wines that are still produced in the world, Commandaria.

In the "St Hilarion" hall visitors have the opportunity to wine taste the museum line of products, which includes among other the unique wine varieties of Cyprus, as Xinisteri and Maratheftiko, the exclusive dessert wine 'Commandaria Orchestra' of various vintages and the selective Zivania grape spirit trilogy.

In the beautiful stone courtyards of the museum wine tastings, private dinners, weddings, concerts and other events and functions are organised all year round.

'Commandaria Orchestra' is the orchestra of the Cyprus Wine Museum which aims to spread thematic musical projects directly or indirectly related to the culture of Cyprus from antiquity to the present day.

Website: <http://www.cypruswinemuseum.com/>



## Keynote Speaker at the 10<sup>th</sup> Annual General Meeting and the event 'Sustainability Is Culture'

The Keynote Speaker at the 10<sup>th</sup> Annual General Meeting and the event 'Sustainability Is Culture' of the Cyprus Sustainable Tourism Initiative is Mrs Arantxa Garcia, the Head of Sustainable Development, TUI Destination Services. This is most appropriate as TUI is the only tourism group to feature in the Dow Jones Sustainability World Index. Mrs Garcia has been with TUI for 15 years and has a wealth of experience across all aspects of the tourism industry having worked in various different departments including Operations, Destination Management, Purchasing and Product Management. She is totally dedicated to making the tourism industry much more responsible in its approach "*Working in Sustainable Development has given me the opportunity to look at the business from a very different perspective. The idea of being able to continue being the leaders in the tourism sector, but ensuring we operate in the most responsible way is very appealing, and engaging our colleagues to embed sustainability in their daily work is a real challenge!*" (Arantxa Garcia, Head of Sustainable Development, TUI Destination Services).





## Anastasia Guy's circle of songs "COMMANDERIE VINEYARDS" for Soprano and Small Orchestra

The Commandaria Orchestra will be performing at the 10<sup>th</sup> Annual General Meeting and the event 'Sustainability Is Culture' of the Cyprus Sustainable Tourism Initiative.

The songs selected for the COMMANDERIE VINEYARDS circle are part of the last movement of the Anastasia Guy composition 'WINE TRAILS' which is entitled the 'WINE MUSIC'.

Through the poetical work of Oenomaus and Kyriakos Papadopoulos, the Commandaria wine is glorified thus regenerating and arousing the senses through the centuries.

Each poem talks about a different moment of the Commandaria wine journey. "The Assumption", where the deep sleep spins the future; "The Resurrection", the awakening of the senses; "The Glory" from antiquity until nowadays, and "The Eternity" of the 'Wine'.

The circle of songs is completed with 'THE SONG OF COMMANDARIA' which praises the 'Wine'.

### Music Programme

1. IN VINO VENUS – Poem by Oenomaus (1<sup>st</sup> century B.C.)
2. THE ASSUMPTION\*
3. THE RESURRECTION\*
4. THE GLORY\*
5. ETERNITY\*
6. THE SONG OF COMMANDARIA

\*Song 2-6: Excerpts from Kyriakos Papadopoulos' poetical work "Wine Music"

*The 5500 years  
glorification of the  
dessert wine  
Commandaria  
through poetry and  
music*

**Conductor:** Francis-Nectarios Guy

**Arrangements:** Francis-Nectarios Guy

**Soprano:** Mariza Anastasiades

### **Anastasia Guy – Composer**

Composer of vocal, instrumental and orchestral music and also a composer for theatrical plays and documentary films. Her opuses, such as "Music set to poetry", have been presented at many important archeological sites and theatres in Cyprus and Greece and in various European concert halls from Malta to Sweden and from Greece to the U.K. Anastasia Guy is the founder of the Cyprus Wine Museum which is located in Erimi village, next to the castle of La Grande Commanderie. One can notice that the composer is inspired by the rich history of Cyprus and of course the 5500 years of Cypriot wine history, which is the oldest in Europe and the Mediterranean basin.

Tonight's event version of the COMMANDERIE VINEYARDS is a circle of songs formed especially for the 10<sup>th</sup> anniversary of CSTI. This circle of songs through is part of an operatic composition entitled the WINE TRAILS that the composer composed in 2003 and part of it was performed during various occasions. A ten-minute extract of the work can be heard during one's visit at the Cyprus Wine Museum.

### ***Francis Guy – Conductor***

Dr. Francis Guy is a dynamic conductor and musicologist with notably concert activity and publications. His repertoire and research field is focused on western and southeastern European medieval and contemporary music creation. He has conducted a number of concerts in Bulgaria, Greece, Cyprus and Poland. He is the musical director of The Commandaria Orchestra.

### ***Mariza Anastasiades – Soprano***

Mariza Anastasiades, after graduating from the Music School of Limassol, studied Classical Singing in the Vienna Conservatory of Austria and completed her Bachelor degree in Music with major subject Classical Singing at the European University of Cyprus. She took part in various singing master classes in Europe and the U.S.A. She won the First Prize at the “Kyrenia Vocal Competition 2013” that took place in New York. Mariza took part in many music productions with renowned artists and conductors from The New York Theater, The Kremlin Orchestra, Orchestre Lamoureux Paris, National Opera of Amsterdam and Cyprus Symphony Orchestra.

### ***The Commandaria Orchestra***

The Commandaria Orchestra was established in 2009 by the Cyprus Wine Museum. The appellation of the Orchestra directly references to the region where The Cyprus Wine Museum is based, the Great Commandery of Cyprus which was sounded by the Order of Saint John. Commandaria is also the universally unique sweet wine of Cyprus. The Orchestra’s main target is so spread the musical culture of Cyprus. Its rich repertoire includes masterpieces from the medieval ages until nowadays.

*(More info @ [www.cypruswinemuseum.com](http://www.cypruswinemuseum.com))*



## Presentation of our new logo

The new logo of CSTI depicts an olive tree, which is strongly 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.



CYPRUS SUSTAINABLE TOURISM INITIATIVE

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 CSTI new logo represents the new image of the initiative and portrays four pillars of sustainability: Environment, Society, Economy and Culture.

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 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 historical attachment of the island to this metal. Cyprus was famous in antiquity for its copper resources. In fact the very word copper is derived from the Greek name for the island, Kupros.

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