

# CYPRUS SUSTAINABLE TOURISM INITIATIVE

## CSTI



## 11<sup>th</sup> Annual General Meeting and Event ‘Sustainable Tourism for the Present and the Future’

20<sup>th</sup> October 2017

Main Sponsors



Bank of Cyprus





CSTI  
CYPRUS SUSTAINABLE TOURISM INITIATIVE

### Invitation

The Cyprus Sustainable Tourism Initiative  
invites you to the  
**11th Annual General Meeting** and  
the event **'Sustainable Tourism for the Present and the Future'**

on Friday, 20th October 2017 at 6.00 pm  
at Palia Ilektriki, Pafos

The event is connected with Pafos  
as the European Capital of Culture – Pafos2017  
through the platform **'Celebrating with Pafos'**

Keynote speaker of the event is Mr Christopher Imbsen,  
Deputy Regional Director for Europe, UNWTO

The event is under the auspices of  
H.E. the President of the Republic of Cyprus Mr Nicos Anastasiades

R.S.V.P. by 18th October 2017 by email [info@csti-cyprus.org](mailto:info@csti-cyprus.org) or 99800189

A reception with traditional delights and local producers fair  
will follow the event.



CSTI is affiliated to



#### Main Sponsors



#### Media Sponsors



#### Supporters





## CYPRUS SUSTAINABLE TOURISM INITIATIVE

### **“Sustainable Tourism for the Present and the Future”**

“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 Traditional Music Ensemble, Music School of Pafos, Conductor Socrates Terpizis
- 18:40 Welcome address by the Cyprus Tourism Organisation, CTO
- 18:45 Welcome address from Mr George A Ioannou, Director, Consulting, PwC Cyprus
- 18:50 The message of H. E. the President of the Republic of Cyprus Mr Nicos Anastasiades will be conveyed by Mrs Ioanna Panayiotou, Commissioner for the Environment
- 18:55 Message of Mr Taleb Rifai, Secretary General of UNWTO
- 19:00 Presentation ‘Sustainable Tourism for the Present and the Future’ by Mr Christopher Imbsen, Deputy Regional Director for Europe, UNWTO
- 19:20 Presentation by Mr Joao Sousa, Marine Programme Officer, IUCN
- 19:30 Presentation by Mr Philippos Drousiotis, Chairman CSTI
- 19:40 Sustainability Awards 2017
- 20:00 Reception with traditional delights and Producers’ Fair

---

On Saturday, **21st October 2017** at **10.30 am**,  
we will organize at the SODAP Municipal Beach in Pafos,  
the kickoff event with a beach cleanup activity  
for the initiative **‘Prevent Plastic in the Mediterranean Sea’**.  
The initiative aims to raise awareness among visitors about the importance  
of preventing pollution in the Mediterranean from plastics waste.  
Please join us in this endeavour.

---



## 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.

**CSTI's** mission is to contribute to the development of sustainable tourism in Cyprus that conserves the environment, supports local economy and promotes local culture. To achieve these, CSTI aspires to:

- Support and promote sustainable development in the tourism industry for the public benefit through research and education
- Develop a sustainable approach to tourism in Cyprus through the preservation, conservation and protection of the environment
- Encourage the sensible use of natural resources
- Improve the social and economic conditions of marginalized rural communities in Cyprus
- Promote the sustainable means of achieving economic growth and regeneration
- Offer a memorable experience for the tourist, while minimising adverse socio-economic and environmental impact

## CSTI Board Members 2016-2017

**Chairman:** Philippos Drousiotis

**Secretary/Treasurer:** Gregoris Demetriou

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

## Projects 2006 - 2017

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, 2014
2. Cyprus Breakfast, 2013 - today
3. Waste Mapping, 2013 - 2015
4. Greening Cyprus Beaches, 2011 - 2012
5. Minimum Standards for Sustainability, 2014
6. Sustainable Hotel Gardens in Cyprus, 2011
7. Cyprus Village Routes, 2006 - 2010
8. Make Hotels Greener, 2011
9. Water, Energy and Waste, 2008, 2010 - 2011
10. Optimising all-inclusive customer spend in the Pafos economy, 2014 - 215
11. Waste Management Training in the hotel industry, 2017
12. Prevent Plastic in the Mediterranean Sea, 2017 - 2018

Our activities:

1. Beach clean-ups and awareness campaigns
2. Tree plantings and awareness campaigns
3. Presentations in schools
4. Cleaning and awareness campaigns







## Speech from Mr. Philippos Drousiotis, Chairman of CSTI



Dear Honourable Guests,

We would like to welcome you to the 11<sup>th</sup> Annual General Meeting of CSTI and the event “Sustainable Tourism for the Present and the Future”. As CSTI, we strongly advocate the importance of sustainable tourism development in our days and in the future to secure the destinations for the next generations of tourists and Cypriots alike.

We wanted this year’s celebrations to take place in Pafos - the European Capital of Culture 2017 - since culture is considered one of the three pillars of Sustainability and Pafos is one of the most important tourism resorts of Cyprus and is listed in the UNESCO World Heritage Culture List.

The United Nations has designated 2017 as the International year of Sustainable Tourism for Development. It is a unique opportunity to raise awareness of the contribution of sustainable tourism to the development among all the stakeholders of the tourism industry and encourage them to work together in making tourism the driving force for a positive change. CSTI has done exactly this during the last 11 years! We are the pioneers in introducing Sustainability in the tourism industry in Cyprus and some of our projects that we have implemented in collaboration with the Cyprus Tourism Organisation and the Travel Foundation, a UK Charity, were replicated in other parts of the World through the Travel Foundation, with which we are affiliated since the very beginning.

It is now more imperative than ever for Cyprus to adopt a sustainable approach to tourism. Tourism has always been the backbone of the Cyprus Economy and has been the major industry to help the country get out of the recent recession. Cyprus, a small island with limited amounts of resources has no other way than addressing sustainability at the highest level of governance. It is not an exaggeration to say that the President of the Republic should be the **“Leader of Sustainability”** to lead the country towards becoming the **No. 1 sustainable destination of the Mediterranean**.

Recently the government has presented the study for the National Tourism Strategy up to 2030 and has started the public consultation stage. As CSTI we are seriously committed to review the proposal and submit our views.

We initially welcome the study’s recommendation for Cyprus to become an all year-round sustainable destination before 2030 by following the Premium and not the Mass Tourism model and incorporating the wise growth version. The Strategy Map identifies as one of its 7 outcomes the importance of Benefitting the Local Society and the Environment through three initiatives:

1. Elaborating the Wise Tourism Index
2. Fostering carbon footprint reduction
3. Launching “Made in Cyprus” and “Soul Cyprus” initiatives

However, it should be made very clear that the Sustainability values should be addressed at the core of the strategy, throughout all 7 outcomes and the 22 initiatives presented in the study, using an integrated approach to solve systematic sustainability issues across the tourism industry.



We are dealing with a rapidly changing world where it is being acknowledged now more than ever that there is an interconnectedness in the challenges we face and we need to create innovative, sustainable solutions that address system wide issues rather than provide temporary solutions.

Since 2018 is the year of presidential elections I would like to ask the presidential candidates one question:  
**Have you integrated sustainable tourism at a national policy level?**

To achieve a leadership on Sustainability, it is important 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 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 the German and the Central European ones hoping also to solve the seasonality issue. We want to attract higher income, higher education, high spending customers who are not travelling only in the peak season and are interested in experiential tourism.

We must all understand that we all have a role to play in promoting Sustainable Tourism Development - the government, the local authorities, the tourism industry, the local population, the individual tourists and International Organizations. CSTI as an NGO is here to complement all efforts towards sustainability and to share knowledge and information with all stakeholders in the tourism industry. We also believe that CSTI and other NGOs should be part of sustainable tourism advisory boards at all levels of government in order to have an input into sustainable tourism planning and development.

We are very proud today to welcome Mr. Christopher Imbsen, the Deputy Regional Director for Europe of the UNWTO who came from Madrid to convey the message from the Secretary General of UNWTO Mr. Taleb Rifai and as the main speaker of our event to talk about the importance of Sustainable Tourism for the Present and the Future.

The universal [2030 Agenda for Sustainable Development and the Sustainable Development Goals \(SDGs\)](#) encourage us to think globally and act locally. The International Year aims to support a change in policies, business practices and consumer behaviour towards a more sustainable tourism sector that can contribute to the SDGs. The SDGs comprise of 17 goals and 169 targets which have been signed by all 193 members' states of the UN and is supported by 9000 business leaders and social enterprises worldwide through the UN Global Compact and frames the global development agenda for the coming fifteen years. Tourism has the potential to contribute, directly or indirectly, to all of the goals according to the UNWTO.

According to UNWTO, tourism globally and locally can play a vital role in promoting:

- (1) Inclusive and sustainable economic growth
- (2) Social inclusiveness, employment and poverty reduction
- (3) Resource efficiency, environmental protection and climate change
- (4) Cultural values, diversity and heritage
- (5) Mutual understanding, peace and security.

We are also proud to have with us Mr. Joao Sousa, Marine Programme Officer of the IUCN - the International Union for Conservation of Nature - which is the biggest non-profit organization in the World and is the global authority on the status of the natural world and the measures needed to safeguard it. Mr. Sousa is here with us today representing the “Beyond Plastic Med” (BeMed) project and his presence conveys the support of IUCN to the Cyprus Sustainable Tourism Initiative.



We are proud to announce that the CSTI is one of the eleven winners in the Mediterranean of the BeMed project. The initiative 'Prevent Plastic in the Mediterranean Sea' was developed by the CSTI to support the overall aim of BeMed to address the challenge of Mediterranean plastic free. The aim of the initiative is to inform local authorities and operators involved in the tourism industry about the regulations and procedures required to protect beaches from plastic litter, to organize workshops to inform the hotel industry about sustainable management practices for plastic waste as well as to inform and encourage tourists to reduce the use of plastics during their stay in Cyprus.

Tomorrow on 21<sup>st</sup> October, we are organizing an event to announce the official launch of the initiative 'Prevent Plastic in the Mediterranean Sea'. The event will include a clean-up of the SODAP Municipal Beach in Pafos at 10.30 am. You are all invited to join us in this endeavour.

Some of the CSTI's key activities of the year 2016-2017 are:

- In collaboration with the TUI group, we 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, Solea valley, on Saturday 12 November 2016. 1500 trees, provided by the Cyprus Forestry Department, were planted by 300 volunteers – this was an incredible turn out by the public involving people from all over the world.
- The CSTI cemented Cyprus' reputation for being very active in promoting Sustainable Tourism when attending the Global Sustainable Tourism Council Conference "Building Sustainability in European Tourism" in Athens on 21-24 November 2016.
- We have been awarded by the Cyprus Association for Cultural & Special Interest Tourism for the excellent work we do in the promotion and development of special interest tourism. The award ceremony took place during their Annual General Meeting on 15 December 2016 at the Classic Hotel in Nicosia.
- The CSTI has been invited to various events to present our work such as:
  - At the conference on Sustainable Tourism which was organized by the European Parliament office in Cyprus, the CTO and the Open University on 22 September 2016 in Protaras.
  - At the conference on the perspectives for an Open University which was organized by the Open Cyprus University, the office of the Commissioner of the Environment, the 'Friends of the Open Greek University and the Open Cyprus University' on 5 November 2016 in Nicosia.
  - At the Annual General Meeting of the Cyprus Chefs Association on 26 November 2016 in Limassol.
- The CSTI has the coordination of the Cyprus Breakfast project till the end of December 2017. The Project is developed by the Cyprus Tourism Organisation, the Travel Foundation UK and the CSTI through the 'Cyprus Destination Partnership'. The goal of the project is the establishment of a brand that promotes the local gastronomic culture and heritage of Cyprus hotel industry. Furthermore, the brand aims to highlight the social role of the industry, through its support for local communities and small producers.
- The event "Greening Beaches: A Prerequisite for Sustainable Tourism in Cyprus", was held on the 28th of April 2017 in Ayia Napa by the Information Office of the European Parliament in Cyprus,





the Office of the Environment Commissioner and the Cyprus Sustainable Tourism Initiative. Speakers of the event were the Mayor of Agia Napa, the MEP and Chairman of the Solidarity Movement, the Commissioner of the Environment and the Chairman of the Cyprus Sustainable Tourism Initiative. After the conference, a symbolic cleaning of the Nissi beach took place by the students of the sixth grade of the elementary school of Ayia Napa.

- The CSTI co-organised with Green Dot Cyprus, two conferences – one in Pafos and one in Ayia Napa – with the title ‘Reduce, Reuse, Recycle in the hotel industry – A challenge that we have to win’. The seminar was held within the framework of the European Program with the same title: ‘RETHINK, REDUCE – REUSE – RECYCLE’.
- We celebrate the World Environment Day, by participating at the annual beach/sea cleaning activity at the Nissi Beach, which was organized by the Nissi Beach Resort on Wednesday 14<sup>th</sup> of June 2017.
- The CSTI in collaboration with the Training & Development Unit of the University of Nicosia organized a training for the hotel industry in Cyprus on Waste Management. The training took place in April 2017 in Limassol and it was funded by the Human Resource Development Authority in Cyprus.
- CSTI has submitted a proposal to Research Promotion Foundation for funding a joint project with AAI Scientific Cultural Services Ltd (AAISCS) and the European University Cyprus Research Center (EUCRC), which aims to develop "Guidelines for the selection and training of human resource in specified occupational categories in the hotel industry" with emphasis on the sustainability skills of the employees in the tourism industry.

I would also like to mention two collaborations that we have with the Hypermedia Interactive Services Ltd and with the European Project Grant Advisors.

The first cooperation with the ‘Hypermedia Interactive Services Ltd’ aims to promote the innovative online training course about Sustainable practices in the tourism/hotel industry. The course is designed around gamification, a principle which integrates gaming techniques to drive engagement in non-game business scenarios and make learning more enjoyable and fun. Our new partnership in the provision of state-of-the-art training in sustainable practices is an opportunity for all stakeholders in the tourism industry to meet the challenges of sustainable tourism development in our knowledge-driven economy. The training is already being implemented in two hotels one in Pafos and one in Nicosia and it was introduced in one educational institution with the objective to be incorporated into their curricular.

A strategic cooperation agreement has also been developed between European Project Grant Advisors and the CSTI in order to explore and exploit funding opportunities for the implementation of projects related to sustainable tourism. Two important projects have already been submitted for approval.

Finally, 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 Honourable Minister of Tourism Mr. Yiorgos Lakkotrypis for his support, 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 the Acting Director General Mr. Marinos Menelaou together with all the CTO Board Members for their full support during the last years and their commitment to continue supporting CSTI. Many thanks go to Mrs. Lygia Dermati and Olga Theocharous the Strategy and Product experts at the Cyprus Tourism



Organisation for being here with us tonight and their support. I would also like to thank our two speakers from abroad Mr. Christopher Imbsen, Deputy Regional Director for Europe of the United Nations World Tourism Organisation (UNWTO) and Mr. Joao Sousa, Marine Programme officer of the IUCN. Many thanks to Mr. George Ioannou, Director, Consulting PwC, for his welcome address.

I would like to thank the Traditional Music Ensemble of the Music School of Pafos for their excellent performance tonight and special thanks to the Conductor Mr. Socrates Terpizis. I would like to thank all the Board Members of CSTI and welcome the two new elected Board Members, Mrs. Koulitsa Demetriou ex CTO Senior Officer, and Mr. Tassos Shiakallis, Managing Director of Cyprus Alive. Many thanks to the two Board Members Mrs. Tina Dobbins from Thomas Cook and Mrs. Kelley Polis from Vavla Rustic Retreat, who are stepping down, for their contribution during the last years. Last but not least I would like to thank our dynamic staff, Georgia Agapiou, Administration Officer and Maria Mavromoustakou Programs Manager the ones responsible for organising tonight's event which took a lot of effort enthusiasm and hours of hard work. Many thanks go to the main sponsors of tonight's event the Bank of Cyprus, the Cyprus Tourism Organisation, the PwC, and the Hermes Airports and to the media sponsors RIK, Cyprus Mail and "Kathimerini". We would also like to thank all the supporters for giving us donations and gifts for our lottery. I 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 have made this event a memorable one.

I would like to finish my presentation by sharing a few words from Taleb Rifai, Secretary-General, World Tourism Organisation (UNWTO).

***Whenever you travel, remember to:***

***RESPECT NATURE,  
RESPECT CULTURE,  
RESPECT YOUR HOST.***

***You can be the change you want to see in the world.  
You can be an ambassador for a better future.***

**Thank you all!**

## Sustainability Awards 2017

### Business Tourism Sustainability Award



#### Aliathon Holiday Village

Since the first year of its operation, Aliathon's most important value is to be a 'Responsible Business'. Aliathon Holiday Village is committed to managing its business in a sustainable way that will benefit future generations, while enhancing the experience of its guests. Throughout the years, Aliathon is continuously working to improve its environmental performance in many areas including energy efficiency, renewable energy use, water conservation, waste reduction and sustainable procurement. The hotel has established clear targets for energy, water consumption and waste creation in order to measure its performance. The company has also developed individual Environmental & Policies in order to comply with International Standards requirements.

The Aliathon Holiday Village strives to give to its guests the highest standard of service and products to ensure their satisfaction. As part of this philosophy the hotel develops and certifies processes and management systems. Over the course of the last few years, the Aliathon Holiday Village has had numerous inspections, achieved official certifications and awards for the implementation of various internationally recognised standards governing quality, health & safety, food safety & hygiene as well as for environment-friendly practices. This not only reflects its personnel's conscientious performance, but also reassures its guests that they receive the best possible care.

Aliathon Holiday Village is certified with the following Management Systems:

- ISO 9001:2008 – Quality Management System
- ISO 22000:2005 – Food Safety Management System (HACCP)
- ISO 14001:2004 – Environmental Management System
- ISO 18001:2007 – OHSAS: Occupational Health & Safety System
- EMAS – Eco-Management and Audit Scheme
- TRAVELIFE
- Greendot Award

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



## Community Sustainability Award



### Evrychou Community

The Evrychou community has placed recycling bins of paper, glass and plastic in various parts of the village to raise awareness amongst residents of all ages about the reduction of household waste.

The Regional Primary School of Evrychou has become a green school and the community's aim is to promote the same at the Secondary School and High School of Solea, which are based in the community.

With regards to energy saving, the Council has installed photovoltaic panels at various locations in the community and has also informed the Electricity Authority of Cyprus that it will itself inspect flare lamps and replace them with standard LED bulbs in its building complex. In addition, it is intended to refer to the Electricity Authority of Cyprus for the replacement of road lamps to economic ones.

In addition, non-potable water is used in community lavatories and therefore drinking water has been reduced.

A composting workshop was carried out in the community to convert the organic rubbish into fertilizer for the plants.

Last year's fire in June 2016, residents of the community contributed to its extinguish and then to reforestation of the burned land in association with all the organized ensembles of Evrychou.

At the same time, the community participates every year in the International Mediterranean Food & Drink and Hotel Equipment Exhibition under the auspices of the Center for the Promotion and Promotion of Traditional Cypriot Products in order to promote its local traditional products.

Evrychou community is the leading village of a complex of 13 villages. All the successful actions that are done in Evrychou are implemented in those 13 villages.

Last but not least, the village has restored the Train Station and developed the Cyprus Railway Museum, the only one in Cyprus. At the same time, they have purchased and renovated the Watermill of the community, which moves with the power of water. All these actions were done in order to make the community more attractive to the visitors something which will boost the increase of tourism within the village.

Website: <http://www.evrychou.org.cy/>





## Small Community Sustainability Award

Κοινοτικό Συμβούλιο Λουβαρά  
Community Council of Louvara



### Louvaras Community

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>



## Small Business Sustainability Award



### CyHerbia Botanical Park

CyHerbia Botanical Park is situated in the village of Avgorou. The park is the life dream of Adamos and Miranda Tringis and is the only botanical park in Cyprus.

The park took 8 years in creating, going with nature's rhythms, overcoming many challenges and learning new skills. The park opened in October 2012. Miranda is a qualified clinical herbalist, specialized in Mediterranean herbs. Adamos is a visionary and lover of the nature of his native Cyprus. So the idea was born to educate the next generations about the many health benefits of the herbs of Cyprus, which are the best in all of Europe due to the ideal climate and soil conditions. In the nine-themed herb gardens they grow their herbs organically, and provide educational programs for schools, approved by the ministry of education. Most primary schools on the island, both Greek and private schools have enjoyed their educational programme and incorporated it in their environmental curriculum. For students, specific seminars on subjects such as herbal cosmetology, organic farming and herbal medicine are given upon request by their universities.

Informative guided tours are given to tourists and locals alike. There is an enormous interest in natural medicine, natural organic living and alternative healing from people from all over Europe. No wonder, because herbal remedies really work and the feedback the owners receive from clients who have found their way back to health with the herbal products is overwhelming. Cyprus offers such an enormous variety of healing plants; Miranda and Adamos have made it their mission to share the knowledge of this vast natural treasure. Various tour operators offer bus excursions to CyHerbia.

There is an herb shop where people can find organic herbs, teas, tinctures, oils, salves and cosmetics, all made on site. Other eclectic local products are available like olive oil, honey, carob syrup etc. Information about locally produced products is available in different languages, as well as information on the local flora and fauna.

Website: <http://cyherbia.com/en/>





## Speakers at the 11<sup>th</sup> Annual General Meeting and the event 'Sustainable Tourism for the Present and the Future'

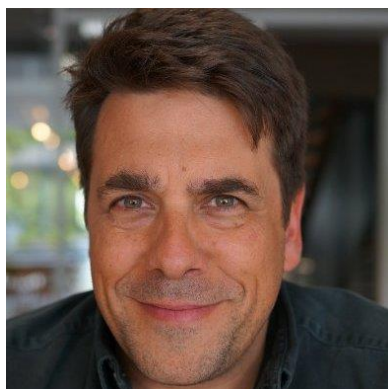


**Christopher Imbsen** is the **Deputy Regional Director for Europe** at the **World Tourism Organization (UNWTO)**, responsible for ensuring that UNWTO addresses the political and technical needs of the Organization's 42 European Member States.

Prior to joining UNWTO in March 2012, Chris worked in the private sector, initially in a number of tourism businesses in Australia and Southeast Asia, before moving to tourism consultancy. As a consultant, he has worked on multiple projects in Africa, Asia, Europe and the Middle East for public and private sector clients and international organisations. The assignments have ranged from initial planning, development and funding stages, through implementation, evaluation and lessons learned.

Chris holds a MS.c. in Ecotourism from Edinburgh Napier University and a BS.c. (Hons) in International Business from Warwick University.

---



**Joao Sousa** is a **Marine Project Officer at IUCN (The International Union for Conservation of Nature)** where he focuses on collaborative solutions to mitigate plastic debris in the world's oceans. This involves coordinating research to inform policy, creating platforms to encourage innovation and sharing of best practices, and cooperating with industry to change behavior. Joao also works on conservation and mitigation for the oil and gas industry in the North Sea (decommissioning platforms), as well as private sector engagement for best practices in the production, extraction and transformation sectors in Mozambique.

In the latest 3, 5 years, within the Global Marine Programme, he developed an extensive network, stakeholder forum and developed projects related with waste management, plastic debris and waste management policies.

Joao is an experienced Biotechnology engineer with 20 years engineering, biotechnology and project management experience specializing in oil & gas operations, bioenergy, biofuels and biodiversity.

Former experience includes:

- Pilot Plant Design/Construction/Operation
- Reverse Engineering and debottlenecking processes
- Bioprocessing Technology development
- Innovation, Research & Development, in food, agriculture and pharmaceutical industries.

## Traditional Music Ensemble

Music School of Pafos will be performing at the 11<sup>th</sup> Annual General Meeting and the event 'Sustainable Tourism for the Present and the Future'.



### Voices and songs of our land – Cyprus Traditional songs

- Φωνή Πεγειώτισσα (Η Βρύση των Πεγειώτισσων)
- Φωνή των Σασιών (Ασχερόμπασμαν)
- Ζεϊμπέκικο Κυπριακό (ορχηστρικό)
- Ψιντρή Βασιλιτζιά μου
- Η βράκα – Κόνιαλης
- Αγάπησα την που καρκιάς

Conductor Mr Sokratis Terpizes



## **CSTI ACTIVITIES September 2016 to September 2017**

### **○ 'Bringing Life Back to Solea' Event**

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, Solea valley, on Saturday 12 November 2016. 1500 trees, provided by the Cyprus Forestry Department, have been planted by 300 volunteers – this was an incredible turn out by the public involving people from all over the world.

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

The CSTI 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 in Nicosia.

### **○ The CSTI has been invited in various events to present its work**

Some of the events are:

- The European Parliament office in Cyprus, the CTO and the Open University organized 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' organized 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.

### **○ Cyprus Breakfast project**

The CSTI has the coordination of the Cyprus Breakfast project till the end of December 2017. The Project is developed by the Cyprus Tourism Organisation, the Travel Foundation UK and the CSTI through the 'Cyprus Destination Partnership'. The goal of the project is the establishment of a brand that promotes the local gastronomic culture and heritage of Cyprus hotel industry. Furthermore, the brand aims to highlight the social role of the industry, through its support for local communities and small producers.

### **○ 'Prevent Plastic in the Mediterranean Sea' initiative – BeMed project**

The CSTI is one of the eleven winners in the Mediterranean of the BeMed project. The initiative '**Prevent Plastic in the Mediterranean Sea**' was developed by the CSTI to support the overall aim of BeMed to address the challenge of Mediterranean plastic free. The focus of the initiative is to disseminate best practices, regarding the management of plastic waste and implement alternative actions in order to change the social behaviour and the behaviour of the tourism industry regarding the unsustainable use of plastics. The project is funded by the Prince Albert II Monaco Foundation, the Surfrider Foundation Europe, the Tara Expeditions Foundation, the Mava Foundation and IUCN within the 'Beyond Plastic Med' (BeMed) Task Force.

### **○ Press Conference – 09 February 2017**

The CSTI organised a Press Conference to announce its plans regarding its contribution to the UN International Year of Sustainable Tourism for Development 2017.



- **Waste Management Training in the hotel industry – April 2017**

The CSTI in collaboration with the Training & Development Unit of University of Nicosia organized a training for the hotel industry in Cyprus on Waste Management. The training took place in April 2017 in Limassol.

- **‘Greening Beaches: A Prerequisite for Sustainable Tourism in Cyprus’ event – 28 April 2017**

The event “Greening Beaches: A Prerequisite for Sustainable Tourism in Cyprus”, was held on 28th April 2017 at Ayia Napa by the Information Office of the European Parliament in Cyprus, the Office of the Environment Commissioner and the Cyprus Sustainable Tourism Initiative. Speakers of the event were the Mayor of Ayia Napa, Yiannis Karousos, the MEP Eleni Theodorou and Chairman of the Solidarity Movement, the Commissioner of the Environment, Ioanna Panayiotou and the Chairman of the Cyprus Sustainable Tourism Initiative (CSTI), Philippos Drousiotis. After the conference, a symbolic cleaning of the Nissi beach took place by the students of the sixth grade of the elementary school of Ayia Napa.

- **‘Reduce, Reuse, Recycle in the hotel industry – A challenge that we have to win’ – 08 June and 09 June 2017.**

The CSTI co-organised with Green Dot Cyprus, two conferences – one in Pafos and one in Ayia Napa – with the title ‘Reduce, Reuse, Recycle in the hotel industry – A challenge that we have to win’. The seminar was held within the framework of the European Program ‘RETHINK, REDUCE – REUSE – RECYCLE’.

- **Annual Beach clean-up at Nissi Beach in Ayia Napa – 14 June 2017**

To celebrate the World Environment Day, the CSTI participated at the annual beach/sea cleaning activity at the Nissi Beach, which was organized by the Nissi Beach Resort on Wednesday 14<sup>th</sup> of June 2017.

- **Cooperation with CSTI and AAI Scientific Cultural Services Ltd (AAISCS) and the European University Cyprus Research Center (EUCRC)**

CSTI has submitted a proposal to Research Promotion Foundation for funding a joint project with AAI Scientific Cultural Services Ltd (AAISCS) and the European University Cyprus Research Center (EUCRC), which aims to develop "Guidelines for the selection and training of human resource in specified occupational categories in the hotel industry" with emphasis on the sustainability skills of the employees in the tourism industry.

- **Cooperation between CSTI and Hypermedia Interactive Services Ltd**

The CSTI has developed a cooperation with the ‘Hypermedia Interactive Services Ltd’ to promote the innovative online training course about Sustainable practices in the tourism/hotel industry. The course is designed around gamification, a principle which integrates gaming techniques to drive engagement in non-game business scenarios and make learning more enjoyable and fun. Our new partnership in the provision of state-of-the-art training in sustainable practices is an opportunity for all stakeholders in the tourism industry to meet the challenges of sustainable tourism development in our knowledge-driven economy.

- **Cooperation with European Project Grant Advisors**

A strategic cooperation agreement has been developed between European Project Grant Advisors (Despo Kakkoura and Maria Vilanidou) and the CSTI in order to explore and exploit funding opportunities for the implementation of projects about sustainable tourism. Two important projects related to Sustainability in Cyprus have already been sub-mitted for approval and we are waiting for the results by the end of the year.



## Thank You AGM and Event 2017 - Main Sponsors



## Thank You AGM and Event 2017 - Media Sponsors



## Thank You AGM and Event 2017 - Supporters









# JOIN OUR SUSTAINABLE VISION FOR CYPRUS



## CYPRUS SUSTAINABLE TOURISM INITIATIVE

For more information please contact us:

Tel: +357 22 252315 / +357 99 800189

Email: [info@csti-cyprus.org](mailto:info@csti-cyprus.org)

Website: <http://csti-cyprus.org/>



[www.facebook.com/csti.csti](http://www.facebook.com/csti.csti)



[CSTI @CySustTourism](https://twitter.com/CSTI_CySustTourism)