



**ANNUAL GENERAL MEETING
OF THE
CYPRUS SUSTAINABLE TOURISM INITIATIVE
(CSTI)**

**Philippos Drousiotis
Chairman**

19 March, 2021 - online

THE NEW FACTS OF OUR INDUSTRY

- ❖ As a result of the Coronavirus outbreak from overtourism we ended up having no tourism at all.
- ❖ The Tourism Industry will most likely never be the same.
- ❖ It would be beneficial to see the opportunity in this situation and start thinking about the post coronavirus era of Cyprus Tourism.
- ❖ The Cyprus economy depends on tourism and we need to address the industry's comeback in order to mitigate the negative economic and social impacts that will result due to this unprecedented pandemic.

OUR COMMITMENT

- ❖ CSTI is committed to work closely with the Deputy Ministry of Tourism and All of You, since Sustainable Tourism is now more important than ever and it needs to be on the top of every agenda of all the stakeholders including the government, the parliament and the private sector.
- ❖ Once travel is resumed, CSTI's role will become vital in leading the way and we encourage the hoteliers, the restaurant & bar owners, the travel agencies & tour operators, the car hire and bus companies, the educational institutions, the producers and the communities to join forces with us in our effort to promote & implement more responsible and sustainable practices.

THE WAY FORWARD

- ❖ This way we will secure the future of Cyprus Tourism for the generations to come. We would like to thank you for being part of our team and we are confident that together we will make it through this challenging situation and make our island an Even More Sustainable & Responsible Destination in the Mediterranean.
- ❖ We at CSTI will continue with our projects and keep you posted.

CSTI'S 2020 ACTIVITIES

Despite the challenging situation, we tried our best and kept on working on sustainability issues – sensing their importance more than ever – as much as the pandemic measures allowed, of course.





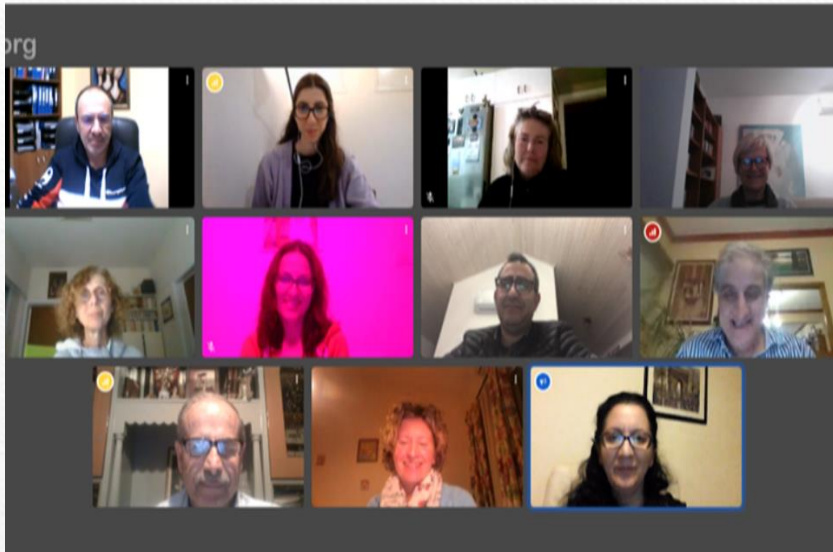
13th Annual General Meeting (AGM) & Event, 24th & 25th January 2020 – Rodon Mount Hotel & Resort, Agros

The AGM & Event with the theme “Greening Cyprus for a Sustainable Future”, held under the auspices of the Honourable Deputy Minister of Tourism Mr. Savvas Perdios – was a great success. A reception followed with a Plastic Alternatives Display in addition to a Producers Fair giving CSTI members and producers the opportunity to present their products and guests to get a taste of Cypriot traditional delights and drinks. On the following day, CSTI together with the Agros Friends of the Forest Association (“Φιλοδασικός Σύνδεσμος Αγρού») and the Village of Agros organised a tree planting.

**WE ARE VERY GRATEFUL FOR
OUR YOUTH AMBASSADOR, MARILENA MAKRI
WHO SUPPORTS OUR WORK WITH SUCH POSITIVITY
&
CONTRIBUTES TO REDUCING PLASTIC IN THE SEA EVERY TIME SHE IS
OUT SAILING BY COLLECTING IT
- SETTING A GREAT EXAMPLE!**



The young sailor Marilena Makri - who is ranked 27th by World Sailing (governing body of sailing) in the category Fleet Racing - Laser Radial (women) and who has secured her place in the Tokyo Olympics - gave her own message on reducing the use of disposable plastic to prevent pollution in the Mediterranean Sea in several events of CSTI.



Together we can!
Let's help tourism in Cyprus to be as resilient as its olive trees!
24th March 2020

CSTI continued to work online during the lockdown and issued a message to its members and partners in the tourism industry.



Tourism in Crisis – Opportunities for Recovery, Virtual Conference 14th May 2020

The University of Nicosia organized a virtual conference addressing the topics of the tourism industry reactions to the biggest crisis faced so far as well as the opportunities for recovery. Several experts intervened, among them Mr. Philippos Drousiotis, the Chairman of CSTI.



**“Our beaches, our treasures – Let’s protect them” campaign
23rd May 2020 –30th June 2020**

On the day when the beaches in Cyprus reopened after the lockdown, CSTI launched this Facebook Campaign with the support of the Deputy Ministry of Tourism to raise awareness about the problem of beach littering.



Plastic Waste-Free Islands Med project June 2020

This three-year initiative is part of the International Union for Conservation of Nature (IUCN) global "Close the Plastic Tap" Programme and aims to reduce the plastic leakage from the first two islands tested in the Mediterranean Sea, Menorca and Cyprus. CSTI, in collaboration with Together Cyprus provided the data requested by IUCN in June on the basis of which a preliminary report was presented to the project partners in October.

ΑΠΟΤΕΛΕΣΜΑΤΑ ΕΡΕΥΝΑΣ :

**ΠΑΓΚΥΠΡΙΑ ΕΡΕΥΝΑ ΓΙΑ
ΤΗΝ ΕΠΑΝΕΚΚΙΝΗΣΗ ΤΗΣ
ΤΟΥΡΙΣΤΙΚΗΣ ΒΙΟΜΗΧΑΝΙΑΣ**

**Publication of the results of the survey
"Restarting the tourism industry in the post-COVID-19 era"
29th June 2020**

This Pancyprian survey was conducted for Sigma TV station by IMR - Insights Market Research / University of Nicosia in collaboration with CSTI.



“Keep Our Sand and Sea Plastic Free’ Project Unveiling of the whale sculpture ‘Evdokia’— Ayia Napa coastal footpath 24th July 2020

The ‘Keep Our Sand and Sea Plastic Free’ initiative is funded by TUI Care Foundation and delivered by the Travel Foundation in partnership with CSTI.

“Evdokia” is a whale sculpture made for the project by students of Paralimni High School, installed on the coastal pedestrian street in Ayia Napa to raise awareness & encourage recycling.



BEYOND
PLASTIC
MED

**'Plastic Free Entertainment Cruises and Water Sport Activities' Initiative
Awareness raising event – St Raphael Resort, Limassol
29th July 2020**

CSTI is one of the winners of the “Beyond Plastic Med” (BeMed) project with the initiative 'Plastic Free Entertainment Cruises and Water Sport Activities'. The event in Limassol started with a presentation on the issue of the marine plastic pollution, which was followed by a beach clean-up in front of the hotel according to the European Union's protocol.



Announcement: CSTI joined the Global Tourism Plastic Initiative 9th September 2020

CSTI is proud to be the first organization in Cyprus to officially join the Global Tourism Plastics Initiative, led by the UN Environment Programme and the World Tourism Organization (UNWTO), in collaboration with the Ellen MacArthur Foundation. The Global Tourism Plastics Initiative unites the tourism sector behind a common vision to address the root causes of plastic pollution.



BEYOND
PLASTIC
MED

**'Plastic Free Entertainment Cruises and Water Sport Activities' Initiative
Awareness raising event— Faros Restaurant, Latchi
10th September 2020**

The event started with a welcome speech by the Mayor of Polis followed by a presentation & discussion on the issue of marine plastic pollution & sea cleaning 'catch of the day' presentation.



**‘Keep Our Sand and Sea Plastic Free’ Project
Unveiling of an information sign – Protaras, Fig Tree Bay
25th September 2020**

To coincide with Mediterranean Coast Day, in collaboration with the Municipality of Paralimni, the Keep our Sand and Sea Plastic Free initiative organised an event to unveil an information sign in front of Fig Tree Bay. In parallel with the unveiling, students and divers undertook a beach and sea clean-up.



Domognostics+

**Domognostics+ project
October 2020**

The aim of the project is conducting industrial research to develop and evaluate an innovative, low-cost, intelligent software/hardware solution designed for building operators. The consortium of the project consists of PHOEBE Research and Innovation Ltd, KIOS Centre of Excellence and CSTI. With the help of CSTI, two hotels have been selected for the installation of the monitoring system. The testing is on hold as the hotels are closed due to the pandemic.



TEDx Larnaca
18th October 2020

The Chairman of CSTI, Mr Philippos Drousiotis held the speech "Sustainable Tourism: The only way forward" at the TEDx Larnaca Countdown event.



Clean-up in the Old Town of Nicosia 31st October 2020

The clean-up was organized in cooperation with the Nicosia Tourism Board (ETAP) under the umbrella of_ Let's Do It Cyprus.
In just an hour the pictured volunteers collected 55 kg of garbage!



**‘Keep Our Sand and Sea Plastic Free’ Project
Beach and sea clean-up – Ayia Napa, Konnos Beach
1st November 2020**

The beach and underwater clean-up of Konnos, was an initiative of the Keep our Sand and Sea Plastic Free project in the framework of Let's do it Cyprus. The volunteers cleaned the coast and the sea of 112.5 kilos of waste!



First Sustainable Park in Nicosia 9th November 2020 – start of the design stage

The first Sustainable Park is an initiative of the University of Nicosia, the Department of Architecture and CSTI in collaboration with the Municipality of Engomi. The whole park will be a showcase of best practices and an interactive learning environment for everybody but especially for children, youth and students. It can be used by schools and their pupils but also for open lectures, discussions, music events, performances, etc.





**'Plastic Free Entertainment Cruises and Water Sport Activities' Initiative
Sea and beach clean-up
Larnaca, Marina, Psarolimano and Mckenzie beach
11th November 2020**

Almost 1.5 tons of waste was collected from the sea
& several bags of rubbish from the beach!!!



European Week for Waste Reduction 21st— 29th November 2020

The 'Keep Our Sand and Sea Plastic Free' Project participated with the initiative Make a Fresh Start, Make it Plastic Free alongside CSTI.



Blue Eco Forum (online) 1st December 2020

The Global Eco Forum is a high-level, multi-stakeholder and participative yearly event aiming to inspire and act towards advancing sustainability. The 2020 edition focused on the Blue Solidarity Economy (BSE), a new concept merging the opportunities of the Sustainable Blue Economy (BE) with the benefits of the Social and Solidarity Economy (SSE). In his intervention, the Chairman of CSTI, Philippos Drousiotis stressed the importance of employment and sustainability here in Cyprus.



Pancyprian Volunteerism Week 1st – 8th December 2020

As part of our participation in the 27th PanCyprian Volunteerism Week, CSTI together with the University of Nicosia, the Municipality of Engomi and 300,000 Trees in Nicosia planted 55 trees and cleaned the area between the Main Building of the University and its Library.



**‘Keep Our Sand and Sea Plastic Free’ Project
Christmas decoration workshop – Kokkinochoria High School
17th December 2020**

Following the presentation of the 'Keep Our Sand and Sea Plastic Free' Project Coordinator on the impact of plastic pollution, the students gave a second life to plastic waste by making Christmas decorations under the guidance of the craft and art teacher.



'Keep Our Sand and Sea Plastic Free' Project Christmas Decoration Workshop - online

22th December 2020

During the online workshop Christmas decorations were made with unnecessary plastic that can generally be found at home. The event was organized with the support of the Deryneia Municipality.

**Ongoing
Cooperation
with these &
many more!**



The Deputy Minister of Tourism



The Commissioner of the Environment



The University of Nicosia



ACTA

CSTI'S 2021 ACTIVITIES





**Plastic Waste-Free Islands Med project
22th February 2021 – Publication of the national reports**

The two reports present the results of the data analysed in Cyprus and Menorca for 2018. The final reports published by IUCN in the framework of the 'Plastic Waste-Free Islands Med (PWFI Med)' project include management recommendations aimed at policy-makers. The reports have been published on the webpage of IUCN and of the National Guidance for Plastic Pollution Hotspotting and Shaping Action' which is co-developed by the United Nations Environment Programme (UNEP), the IUCN and the Life Cycle Initiative.



‘Keep Our Sand and Sea Plastic Free’ campaign
Free webinar for hotels to cut the consumption of single use plastics
25th February 2021

The webinar was delivered with Travel Without Plastic
&
very positive feedback was received.

Special Mention



Transitioning to a value-driven model

- For over a decade, Cyprus has focused on sustainability. The country moved away from a volume-driven strategy and towards a value-driven approach which helped increase rankings, daily spend per visitor and longer stays. **The Cyprus Sustainable Tourism Initiative** was the first to join the Global Tourism Plastics Initiative that helps keep beaches clear of plastics and preserve the blue economy.

CONTINUATION OF PROJECTS



The Keep Our Sand and Sea Plastic Free Project will continue until March 2022.

Domognostics+

The Domognostics Project will continue throughout 2021 and is expecting a 6 month extension due to the pandemic.



The PWFI Project is expected to be completed by April 2022.



SUSTAINABLE FUTURE

“In every crisis there is an opportunity”

Wednesday, 21 April 2021 | 18:00 - 20:30



Organiser



Academic partner:



Sponsors:



Media Sponsor:





SUSTAINABLE FUTURE

"In every crisis there is an opportunity"

18:00 - 18:10 Welcome Address



Philipos Drousiotis
Chairman of CSTI

Keynote Speaker:



Megan Eyles Wood
President/Founder of EylesWood International
"Sustainable Tourism in a Post-Covid 19 era: Mandates for Destinations of the Future"

TBC Message from General Secretary of UNWTO

TBC Message from Prince Albert II of Monaco Foundation

19:00 - 20:00 Discussion Forum

Moderator:



Mrs. Sotiria Constantinou
Professor and President of "Sustained Investment" for the Cyprus Broadcasting Corporation's R&D Centre

Panelists:



Mr. Sarvas Perdios
Deputy Minister of Tourism
of the Republic of Cyprus



Mrs. Helen Marano
Chair of the Board of Trustees
for the Travel Foundation



Mr. Gary Wilson
Chief Executive Officer
www.letsholiday.com



Mrs. Angela Genetou
President of Great National
Tourism Organization



Mr. Fabrizio Orlando
Global Industry Relations Associate
Director, TripAdvisor



Mr. Thomas Elberbeck
Chairman of the Board of Trustees
of the T&A Care Foundation

20:00 - 20:30 Q&A session

20:30 Photo Competition Winners announcement

Organizer



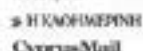
Academic partner



Sponsors



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Mr. Savvas Perdios
Deputy Minister of Tourism
of
the Republic of Cyprus



Mrs. Megan Epler
Wood

President & Founder
of
EplerWood International



Mrs. Angela Gerekou

President
Of the
Greek National Tourism
Organization



Mr. Thomas Ellerbeck

Chairman of
the Board of Trustees
of the
TUI Care Foundation



Mrs. Helen Marano

Chair of the
Board of Trustees
for the
Travel Foundation



Mr. Garry Wilson
Chief Executive Officer
of
easyJet holidays



Mr. Fabrizio Orlando

Global Industry Relations
Associate Director
Of
Tripadvisor



Moderator

Mrs. Saskia
Constantinou

Producer & presenter of
'SaskiaUnreserved' for the
Cyprus Broadcasting
Corporation's RikClassic



First Sustainable Park in Nicosia 2021 – Design Selection Process in Progress in order to proceed

The Idea of the Project is to Design and Build a Sustainable Park by reusing different materials and integrating water and energy preserving techniques and methods.

NEW PROJECTS

- ❖ CSTI ACADEMY – To Provide Training to Employees in the Tourism Industry on Sustainability Matters.
- ❖ SustainBravo – To Reward Companies & Individuals Excelling in Sustainability
- ❖ CSTI has submitted several exciting proposals together with various partners which we are hoping will be successful.

OUR SUSTAINABLE FAMILY IS GROWING!



**A VERY WARM WELCOME
TO OUR
NEW MEMBERS!**



Melorama is the pure Cypriot honey offered by a family business, which takes care of with entire honey production process, from the hive to the final product on the table.



CASALE PANAYIOTIS

In the Marathasa Valley, on the slopes of Troodos Mountains, Casale Panayiotis is a complex of traditional houses which combine modern luxuries with traditional style. It features a spa centre and elegant rooms overlooking the courtyard or the mountains.



Club travel go offers a wide range of tours like guided tours, night tours, family tours, boat tours and so on in Cyprus and it is planned that the company will open to foreign destinations as well.



The goals of the innovative Cyprus Perfume Theme Park are to adopt, safeguard, conserve and to advance the knowledge and public appreciation of the ancient Cypriot perfumes and cosmetics.

The park is located in the Solea valley near Korakou, Nicosia district.



Hoteliqa is one of the foremost hotel marketing agencies in Cyprus. It operates a unique business model which focuses on ensuring technological solutions are delivering increased operational efficiency and profit for the hotel.



SummerTimes Travel is one of the largest Incoming Travel Agencies, based in Limassol that extends its professional services to all main holiday resorts of the island and provides the highest quality of services. The Agency's main line of business is handling incoming tourism to Cyprus, representing since years several Tour Operators from different European countries.

NEW MEMBERS: INDIVIDUALS



We are very proud to welcome new individual members that have taken important sustainability steps by supporting our activities.

ACKNOWLEDGEMENTS



Project sponsors and partners



COMPANIES / HOTELS





PRODUCERS



Dairy A.M.
Droushia



MUNICIPALITIES/COMMUNITY COUNCILS



UNIVERSITIES / COLLEGES



**We Truly Appreciate the Support from the Deputy Minister of
Tourism, Mr. Savvas Perdios and his Dynamic Team at the Deputy
Ministry of Tourism**



REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM



Γραφείο Επιτρόπου
Περιβάλλοντος

**We are Very Grateful
for Great Working
Relationships!**



DEPARTMENT OF
ENVIRONMENT

Department of Fisheries and Marine Research

Ministry of Agriculture, Rural Development and Environment



DEPARTMENT OF FORESTS



MINISTRY OF AGRICULTURE
RURAL DEVELOPMENT
AND THE ENVIRONMENT



CYPRUS
HOTEL
ASSOCIATION



ΣΤΕΚ
Σύνδεσμος
Τουριστικών Επιχειρήσεων
Κύπρου



**We Truly Appreciate the
Support of Our Auditors:**



Auditors - Accountants - Tax Advisors

WE CAN ALWAYS RELY ON THE SUPPORT OF OUR BOARD MEMBERS

- Philippos Drousiotis
- Gregoris Demetriou
- Yianna Orphanidou
- Antje Papageorgiou
- John G C Wood
- Costas Michael
- Koulitsa Demetriou
- Phylactis Lazarou
- Tasos Shakallis
- Ioanna M Ioannou
- Nicos Hadjicosteas
- Angela Richardson
- Dr. Francis-Nectarios Guy



THE CSTI TEAM

A BIG THANK YOU TO:

- ❖ Panagiota
- ❖ Krisztina
- ❖ Yiannis
- ❖ Anne





**Alone we can do so little;
together we can do so much.'**

Helen Keller

Together in the CSTI Team Spirit we stand:)



THANK YOU

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Website: www.csti-cyprus.org
Facebook: www.facebook.com/csti.csti
Instagram: [cysustainabletourisminitiative](https://www.instagram.com/cysustainabletourisminitiative)
LinkedIn: [Cyprus Sustainable Tourism Initiative](https://www.linkedin.com/company/cyprus-sustainable-tourism-initiative)
Twitter: [CSTI @CySustTourism](https://twitter.com/CySustTourism)