



CYPRUS  
SUSTAINABLE  
TOURISM  
INITIATIVE

**CSTI's**  
**COLORFUL**  
**ROADMAP**



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SUSTAINABLE  
TOURISM  
INITIATIVE

**CSTI was officially established.  
Affiliated with the Travel  
Foundation**

2006

2006-  
2010

**6 Village Routes - 'Discover the Real  
Cyprus - A Self Drive Tour to Create  
Your Own Adventure'**

**Discover the Real Cyprus**



2008

**For the first time the Cyprus Tourism industry  
was mobilized  
to plant almost 1000 trees after the  
devastating fires at Fylagra**

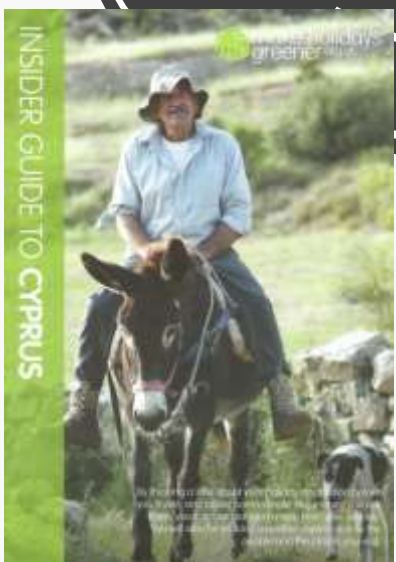


2007

**Water & energy saving project in the  
hotel industry saved more than 1/2  
million euro in water & energy in less  
than 6 months**



We organized The international Waste Management Conference with the University of Nicosia



**Make Hotels Greener**



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**Plastic Reduction Initiative with Thomas Cook**

2011-2012

Greening Cyprus Beaches



The Cyprus Destination Partnership (CDP)  
5-Year Partnership Agreement  
between the Travel Foundation, CTO & CSTI  
2010-2015

2013-2015



Waste Mapping

Cyprus Breakfast



2014

Minimum Sustainable Standards (MSS)



Cyprus won the Silver Award as the "Best Destination for Responsible Tourism" at the WTM for the Minimum Sustainable Standards (MSS)

2013-present

2015

2014-2015

Optimising All Inclusive Customer spend in the Paphos Economy





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2016

CSTI's Cooperation with the  
Prince Albert II of Monaco  
Foundation started



2006-  
2016

10 Year Celebration  
with  
'Sustainability is Culture'  
Event



2017-  
2018

'Prevent Plastic in the Mediterranean Sea' -  
Beyond Plastic Med Project awarded by the  
Prince Albert II of Monaco Foundation



BEYOND  
PLASTIC  
MED

# A 5-year Memorandum of Understanding (MOU) signed with the University of Nicosia



# 'Plastic Free Entertainment Cruises & Water Sport Activities' Beyond Plastic Med Project awarded by the Prince Albert II of Monaco Foundation



# 'Keep Our Sand and Sea Plastic Free' Project launched – An initiative of TUI Care Foundation Delivered by Travel Foundation in partnership with CSTI



# 'Our beaches Our treasures – Let's protect them!' Campaign



2020-2022



IUCN launched the Plastic Waste-Free Islands Med Project (PWFI) in Cyprus with CSTI in Collaboration with Together Cyprus



2021



'Keep Our Sand & Sea Plastic Free' Animation Release



15 Year Celebration with '1st Online International Conference 'Sustainable Future – In Every Crisis there is an Opportunity'

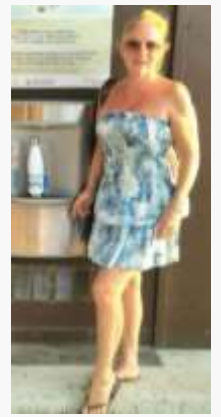
2020

2006-2021

Proud Signatory of the Global Tourism Plastics Initiative - the first from Cyprus to join



# Memorandum of Understanding (MOU) signed with the Commissioner of the Environment



**'Keep Our Sand And Sea Plastic Free' Project launched - The First Plastic Free Beach & unveiled the CALYPSO artwork – a turtle made from waste – to raise awareness at Ayia Triada Beach, Cyprus**



**An open-ended Memorandum of Understanding (MOU) signed with the CMMI Cyprus Marine and Maritime Institute**

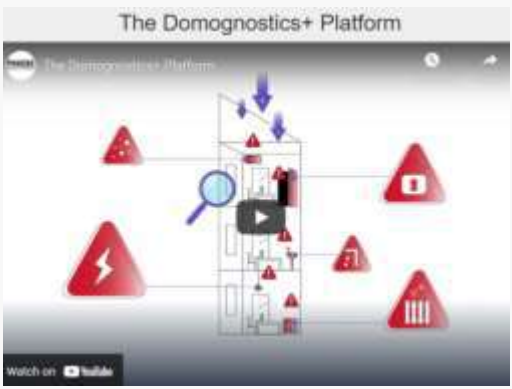


**The best design proposals for the First Sustainable Park in Nicosia were awarded by CSTI, the University of Nicosia and the Municipality of Engomi followed by a symbolic tree planting**





Photo exhibition on the theme of  
 'Plastic Pollution- another threat to the beauty of our sand and sea & key contributor to environment degradation'  
 in cooperation with the British High Commission in connection with COP26 which is touring the island



The Domognostics+ Platform is up & running with Semantically enhanced IoT - enabled Building Analytics and Diagnostics

The Consortium:  
 PHOEBE Research & Innovation  
 KIOS CoE  
 CSTI



Proud Launch Partner & Signatory of the Glasgow Declaration on Climate Action in Tourism.



CYPRUS SUSTAINABLE TOURISM INITIATIVE



The IUCN Plastic Waste-Free Islands Med Project (PWFI) in Cyprus was wrapped up successfully by CSTI in Collaboration with Together Cyprus



The final event of the Plastic Waste Free Islands Med (PWFI) Project sent the clear message that urgent & collective action is needed to tackle plastic pollution in the Mediterranean.



Successful Pedieos River Clean-Up Campaign with the Plastic Waste Free Islands Project  
Wednesday 16.2.2022



Final Event  
Melina Mercouri Hall, Nicosia  
Thursday 17.2.2022



Panel Discussion with the subject "Tackling Plastic Pollution"



CYPRUS SUSTAINABLE TOURISM INITIATIVE

**“Keep Our Sand And Sea Plastic Free” Project Celebration  
Wednesday 1.6.2022  
Malama Beach Holiday Village**



2022



Phase I was wrapped up with great results!



**Launch of 2<sup>nd</sup> Plastic Free Beach at Skoutari Beach, Paralimni ‘NEFELI’ aims to raise awareness regarding the burning issue of plastic pollution in our seas.**



**Destination Zero Plastic in Cyprus  
The continuation of the Project for the next 3 years (1/06/2022-31/05/2025) was officially announced with the extension to Larnaca, Limassol & Paphos.**

**Moderated Panel Discussion: ‘Destination Zero Plastic Waste: can Cyprus Tourism lead the way?’**



**Upcycling Display**



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**Thanks for joining us on our  
exhilarating ride!**

**We look forward to continuing our  
Action packed journey towards a  
More Sustainable  
&  
More Responsible  
Future  
Together!**



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