



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

CSTI's
COLORFUL
ROADMAP



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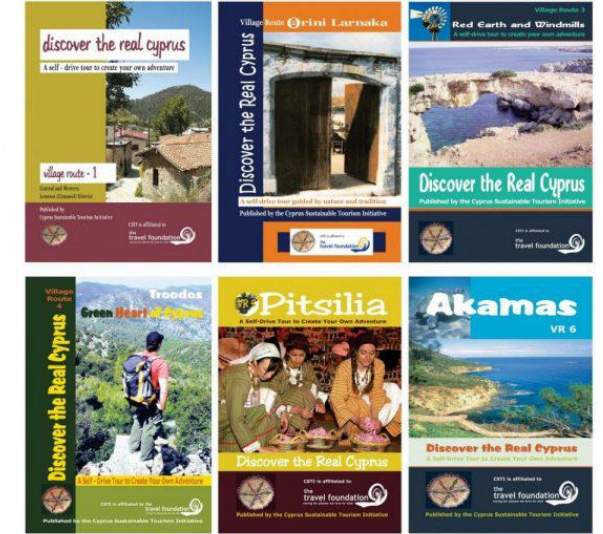
CSTI was officially established.
Affiliated with the Travel
Foundation

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

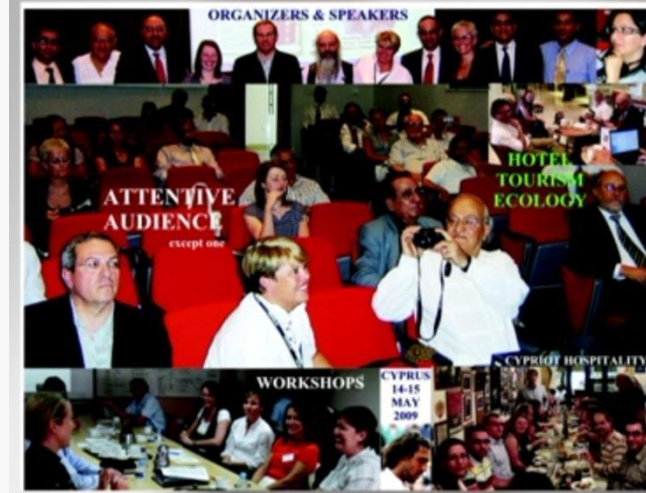


Water & energy saving project in the
hotel industry saved more than 1/2
million euro in water & energy in less
than 6 months

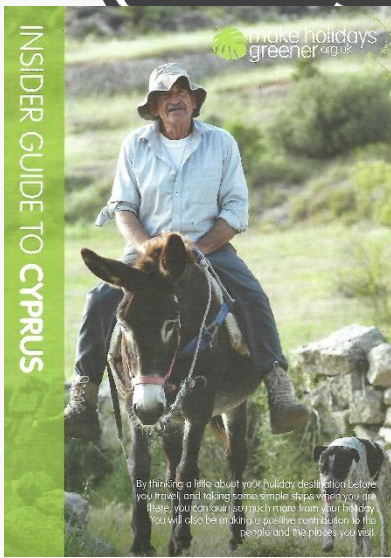
2007



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



May 14th-15th - "Waste Management: the Prospects within the Hospitality and Tourism Industry in Cyprus", 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

[2013-present](#)

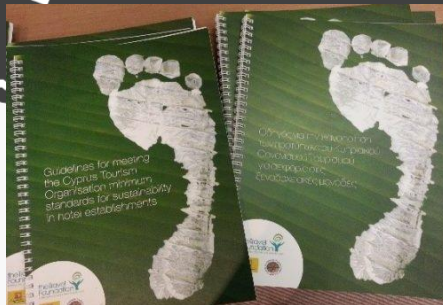


Cyprus Breakfast



[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)**

[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



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



'Keep Our Sand & Sea Plastic Free' Animation Release



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



Global Tourism Plastics Initiative



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

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.



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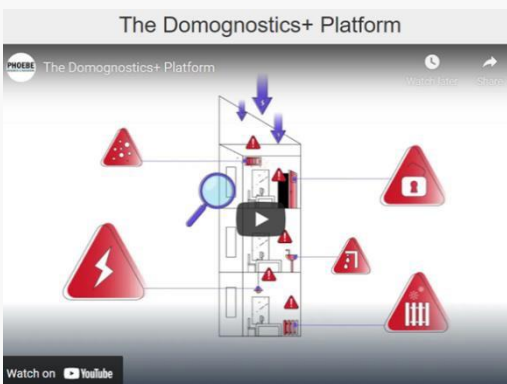


The best design proposals for the First Sustainable Park in Nicosia were awarded by CSTI, the University of Nicosia and the Municipality of Engomi followed by a symbolic tree planting.



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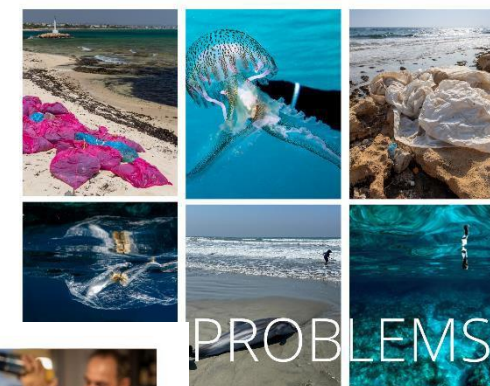
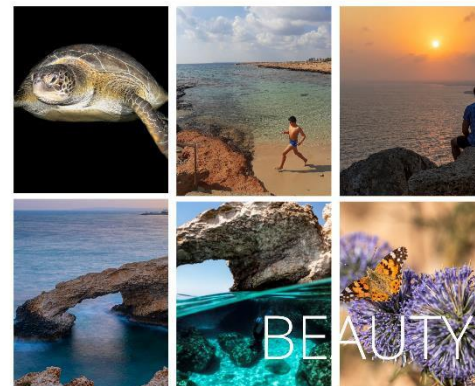
Photo exhibition on the theme of 'Plastic Pollution - another threat to the beauty of our sand and sea & key contributor to environment degradation' in cooperation with the British High Commission in connection with COP26 which is touring the island



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.

Domognostics+





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
Thursday 17.2.2022
Melina Mercouri Hall, Nicosia



Panel Discussion with the subject
“Tackling Plastic Pollution”



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



2022

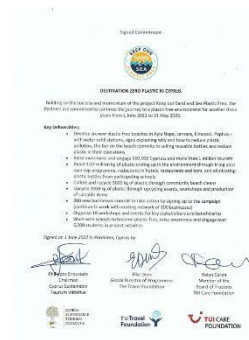


Phase I was wrapped up with great results!



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

Launch of 2nd 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.



Upcycling Display



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World Tourism Day Celebration: Rethinking Tourism

Tuesday 27.9.2022

Larnaka



The festive event was organized by CSTI with the support of the Larnaka Tourism Board & Larnaka Municipality under the auspices of the Deputy Ministry of Tourism. We are grateful to all that contributed to the success of the event & made us rethink tourism & the tourism product of our country.



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Sustainable Tourism: A Taste of the Future

Thursday 6.10.22

Nicosia

The Colorful Side Event of the 9th Environment for Europe Ministerial Conference: Transforming Planet was co-organized by the UN Environment Programme and CSTI. An Amazing Interactive event that gave the participants a positive taste from the Future of Sustainable Tourism.



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2022 WTM World Responsible Tourism Awards London Monday 7.11.2022



Silver Award for the Keep our Sand and Sea Plastic Free, Destination Zero Plastic in Cyprus. TUI Care Foundation won the Silver Award for the above initiative under the category “Reducing Plastic Waste in the Environment” in the “Rest of the World” region. Thomas Ellerbeck, the Chairman of the Board of Trustees of the TUI Care Foundation received the award. Also present at the ceremony were the partners that implemented Phase I of the project: The Cyprus Sustainable Tourism Initiative (CSTI) & the Travel Foundation represented respectively by Philippos Drousotis & Katie James. The Cyprus Deputy Ministry of Tourism that supports the project was represented by Vakis Loizides.





The **SIEQUA-CERT 'Real-time monitoring and actionable decision support for Sustainable Indoor Environment Quality Certification'** project started on the 1/1/2023 with a 24-month duration & kick-off meeting on Monday 6/2/2023 in Nicosia.

Partners:

- Phoebe Research and Innovation
- Lelantus Innovations
- KIOS Research and Innovation Center of Excellence team of the University of Cyprus
- Cyprus University of Technology
- CSTI

2
New
High Tech
Projects

2022

2023



The **HoReCa5.0 'Enabling SMEs in the HoReCa sector for the effective adoption of Artificial Intelligence knowledge and tools'** project started on 1/9/2022 with a 24-month duration & kick-off meeting on Thursday & Friday 10-11/11/2023 in Svishtov, Bulgaria.

Partnership:

- D. A. Tsenov Academy of Economics (TAE), Bulgaria
- G.M EuroCy Innovations Ltd (EuroCy), Cyprus
- Cyprus Sustainable Tourism Initiative (CSTI), Cyprus
- Eufora P.C. - Chios Environmental Studies and Services, Greece
- Ekologijakm Ood, Bulgaria
- Horeca Partners (HRCP), Belgium



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The Beachfluencer New Initiative Launched March 2023:

The Beachfluencer is an initiative of the Keep our Sand and Sea Plastic Free Project that wants to create a network of passionate volunteers with a presence on the beaches of our island to raise awareness of the burning issue of plastic pollution & encourage all to be a part of the change. We are Very Grateful for our Dedicated Beachfluencers, our Supporters & our Sponsors who make this initiative possible!



The Commissioner
for the
Environment,
Maria Panayiotou,
is the Ambassador
of the
Beachfluencer
Initiative

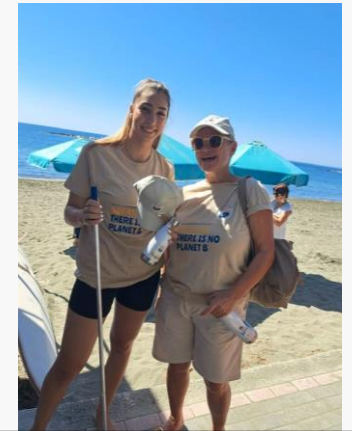


Beachfluencer
Equipment:

- T-shirt
- Water bottle
- Cap
- Reusable gloves



The 1st Beachfluencer Team!



We are proud that
sailor Marilena
Makri, our youth
Ambassador, is a
Beachfluencer as
well!



[Join us](#) &/or [Sponsor us](#)!
The Solution is in Our Hands!



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**PLASTIC
FREE
BEACH**

Award Ceremony & Launch of Yiannades Plastic Free Beach, Voroklini Monday 20.3.2023



Fondation
Didier et Martine
Primat

1st 'Plastic Free Beach' in Larnaka
3rd by the 'Keep our Sand and Sea Plastic Free' project
This is the 1st 'Plastic Free Beach' funded by
IUCN & the Fondation Didier et Martine Primat.



Award Ceremony



1st with Branding by CEF



Speakers of the day



Awareness raising artwork



Beach Clean-Up



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Launch Event

"Keep our Sand and Sea Plastic Free" Project, Phase II

Almyra Hotel, Paphos

Tuesday 21.3.2023

The rollout of the project in the Pafos Region with our partners from the TUI Care Foundation with the support of the Deputy Ministry of Tourism, the Municipality of Pafos, the Pafos Regional Board of Tourism and PASYXE Pafos.

Very proud of the project expanding along the coastal regions of Cyprus!



Launch Event Speakers



Display of Upcycling & Alternatives to plastic



Panel Discussion:
The role of tourism in plastic reduction





**PLASTIC
FREE
BEACH**

Award Ceremony & Launch of Panagies Plastic Free Beach, Limassol Tuesday 21.3.2023

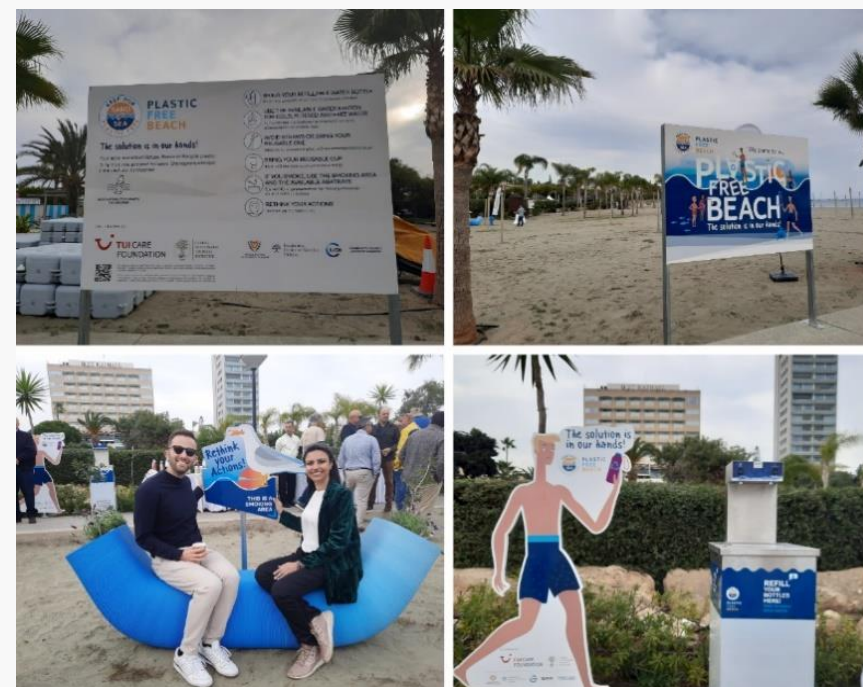


Fondation
Didier et Martine
Primat

1st 'Plastic Free Beach' in Limassol
4th by the 'Keep our Sand and Sea Plastic Free' project
This is the 2nd 'Plastic Free Beach' funded by
IUCN & the Fondation Didier et Martine Primat.



Award Ceremony



2nd with Branding by CEF



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New Project & Renewed MOU



"Let's Create an SDGs Heritage - SDGCultheritage" project

started on 1/2/2023 with a 24-month duration & kick-off meeting & training on Saturday & Sunday 8-9/7/2023 in Ascoli, Italy.

Partners:

- Antroposervice SAS (Italy)
- Institute of Greek Philosophy of Athens (Greece)
- Foundation for the Protection of the Landscape of Jelenia Góra (Poland)
- Espacio Tormaleo S.L. of Oviedo (Spain)
- CSTI (Cyprus)



Signing of Memorandum of Understanding (MOU) with the New Commissioner of the Environment, Maria Panayiotou, for the period from 12/5/23 to 28/2/28 with the ultimate goal of promoting sustainable tourism and taking actions to address climate change and other environmental challenges where tourism can contribute to their mitigation.



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PLASTIC
FREE
BEACH

Live link
Panagies Plastic Free Beach, Limassol
Sunday 23.07.2023



– a beach that inspires
its visitors to act for the
reduction of plastic
pollution.

2023



At Panagies Plastic Free Beach you can find a Water Station to refill your reusable water bottle, several awareness raising signs and a smoking area with an upcycled bench & ashtrays.



Live Link at our first Plastic Free Beach in Limassol!
A Fabulous Party with a purpose &
several competitions with Amazing Prizes!



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CSTI & THE “Keep Our Sand And Sea Plastic Free” Project

Saturday 12.08.2023

Ammos Beach Bar, Larnaca



Yet another Successful Summer Party... with a purpose:
To inform & raise public awareness
about plastic pollution of our seas.



Upcycling Workshop for
the youngsters



Live Link with Great Prizes

Cigarette Butts were collected
& Plastic Free Beach Reusable Water
Bottles were given as a reward



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**PLASTIC
FREE
BEACH**

Cyprus Environment Foundation (CEF) Grants



Grant # 1 Plastic Free Beach



Above you can see the Branding created under the 1st CEF grant & you can find the Manual for the 'Plastic Free Beach' [here](#).

We are Very Proud of the Outcome - Thank You [CEF](#)!



Grant # 2 Plastic Free Beach Empowerment

We also appreciate CEF funding the above billboards as part of the Empowering the Plastic Free Beach project. The New Reusable water bottles designed for this project along with the Plastic Free Beach Animation can be found below. Awareness Raising Live Links have also been held.



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Grant # 3 Bring Your Cup

“Bring your Cup” because the Solution is in our hands!



BRING YOUR CUP
IT'S THE NEW TREND

The 'Bring your Cup' app was created by EUROCY Innovations Ltd for the 'Keep our Sand and Sea Plastic Free' Project with a grant from the Cyprus Environment Foundation (CEF). 'Bring Your Cup' is an idea of the "Keep Our Sand and Sea Plastic Free" Project, which is an initiative of the TUI Care Foundation in partnership with the Cyprus Sustainable Tourism Initiative (CSTI).

“The “Bring your Cup” Project is a very promising project with potentials to have great environmental impact through the active engagement of youth bringing their reusable cup with them wherever they go.

The application has been created & is available at bringyourcup.org.

It provides the following two options:

- to sign up as a user
- to sign up as a business

We encourage you All to sign up, Carry your Cup with you Everywhere & be a Part of the Solution!



Grant # 4 Plastic Free Beach Ag. Tychonas – Next Slide



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**PLASTIC
FREE
BEACH**

Award Ceremony & Launch of Armonia Plastic Free Beach, Agios Tychonas Saturday 16.9.2023

2nd 'Plastic Free Beach' in Limassol
5th by the 'Keep our Sand and Sea Plastic Free' project
Main Sponsor: Andrey & Julia Dashin's Foundation



ANDREY & JULIA
DASHIN'S
FOUNDATION

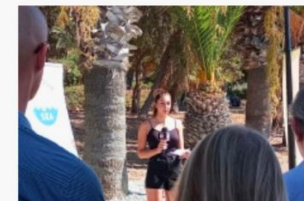
2023



Live Link with Upcycling
Workshops for the children



Artwork Harmony is raising
awareness & 100 Plastic Free
Beach Reusable Water Bottles
were handed out



Award Ceremony



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REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM

Pancyprian Conference: Is Climate Change a threat to Tourism?

Filoxenia Conference Center, Nicosia

Thursday 19.10.2023

Organized by the Deputy Ministry of Tourism & CSTI



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Well attended Conference with
Panel Discussion



Prominent Speakers



Under the Auspices of
H.E. The President
of the Republic of Cyprus
Mr. Nikos Christodoulides



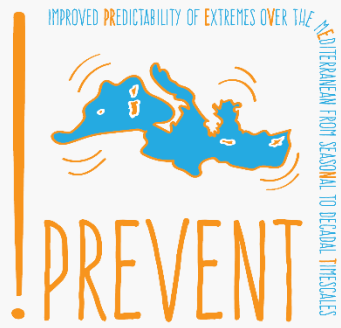
& Photo Exhibition on display



Sustainable Actions taken
for the Conference [Here](#)

[2023](#)

Conference Proceedings [Here](#)



New Project on Climate Change

PREVENT - 'Improved Predictability of Extremes over the Mediterranean from Seasonal to Decadal Timescales' project started on 25/10/2023 with a 36-month duration & kick-off meeting on Monday & Tuesday 13-14/11/2023 in Thessaloniki, Greece.



Meeting Participants

Partners:

- Aristotelio Panepistimio Thessalonikis
- The Cyprus Institute
- Potsdam-Institut für Klimafolgenforschung (PIK)
- Finres SAS
- Stichtung Vu
- The Agricultural Research Organisation of Israel – The Volcani Centre
- Université Mohammed V de Rabat
- CSTI



Chairman presenting CSTI at the Meeting

2023

More Meeting Info [Here](#)



**PLASTIC
FREE
BEACH**

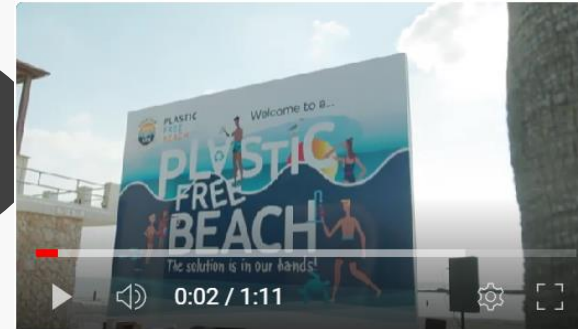
Award Ceremony & Launch of Ayia Thekla Plastic Free Beach, Sotira, Famagusta Sunday 17.12.2023



The 6th 'Plastic Free Beach' of the 'Keep our Sand and Sea Plastic Free' network is funded by ETAP Famagusta.



Award Ceremony with Live Link Xmas Party with a purpose, Beach Clean-Up & Xmas Upcycling Workshop.



**Enjoy a Tour of the
6th Plastic Free Beach!**



Water Station, Smoking Area, Awareness Raising Signs & **New Addition** of Toybox Library to Borrow, Play & Return toys.

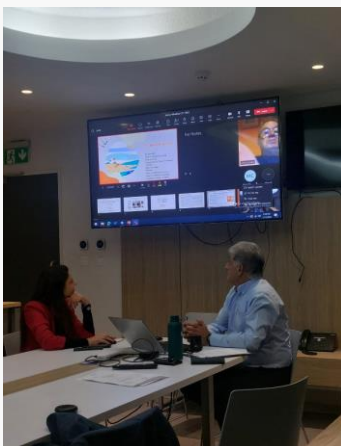


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CSTI 16th Annual General Meeting (AGM) Hybrid - University of Nicosia / Microsoft Teams Wednesday 10.1.2024

A time of celebration for CSTI at the 16th AGM!
The AGM was a good opportunity to recap what had been accomplished, what had been achieved & to set new goals. For CSTI, 2023 was the most successful year in our history & we are very proud!



Enjoy Highlights of 2023!



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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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Proud member of the Pancyprian
Volunteerism Coordinative Council:



The Leading Organisation of Sustainable Tourism in Cyprus since 2006

THANK YOU!

CSTI is a launch partner & signatory of the:



CSTI is a signatory of the:



Email: info@csti-cyprus.org
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)
X: [CSTI @CySustTourism](https://twitter.com/CSTI_CySustTourism)
Hashtag: [#LeadingSustainableTourismInCyprus](https://twitter.com/hashtag/LeadingSustainableTourismInCyprus)