



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



CSTI's

SDGs

CULTURAL

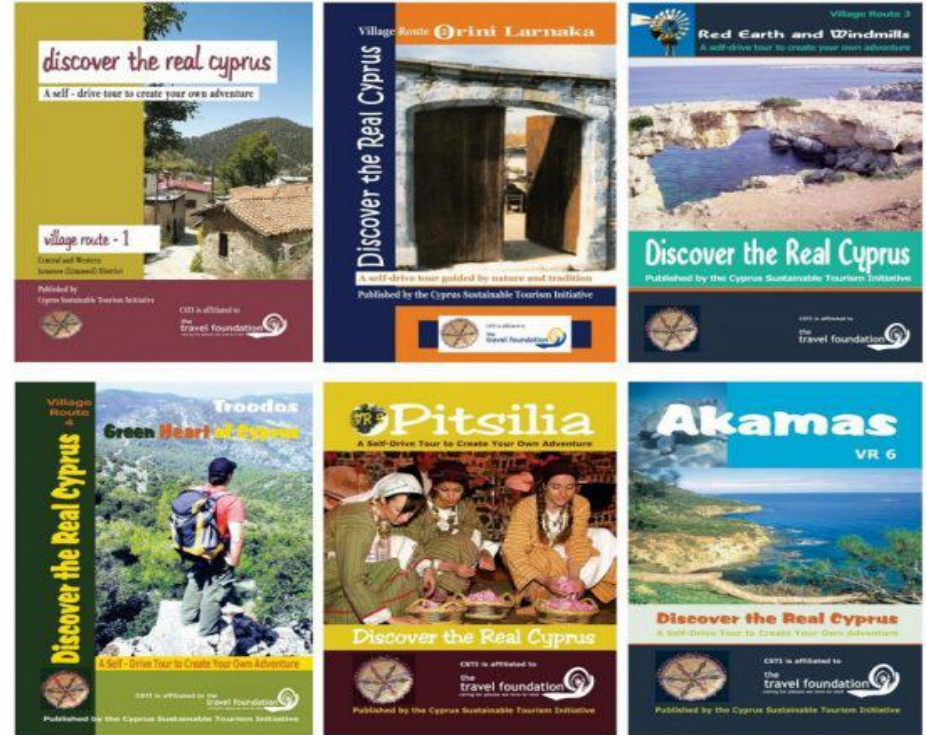
Roadmap



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Discover the Real Cyprus



6 Village Routes

'Discover the Real Cyprus' A Self-Drive Tour to Create Your Own Adventure

We promote culture & producers in
the marginalized villages of Cyprus.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Hidden Delights

The 1st AGM Conference was organized at the Oleastro Olive Park in the marginalized village of Anogyra. The event promoted the local producers that are included in the Village Routes. The event started with a tour of the Park's exhibits & the producers' stalls. The guests enjoyed a buffet dinner & were entertained by a dance group & music. The Oleastro Olive Park promotes the 60,000 years old civilization of the olive tree.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Mountain Magic

The AGM Conference was organized at the Cultural Center in the marginalized village of Foini. The Village Route titled 'Troodos – Green Heart of Cyprus' was presented. A tour of the village as well as a traditional produce fair were held. A traditional dinner was served at a local tavern.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



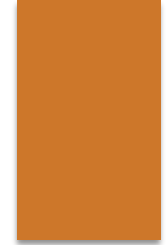
Cyprus Festival

Discover the Real Cyprus

The AGM Conference was organized in the marginalized village of Simou.

The Keynote Talk was 'Climate Changes & the Role of the Tourism Industry, Case Study Cyprus'.

The 6th Village Route was presented & there was an Exhibition of Local Producers. Dinner with live music at a traditional tavern marked the end of the event.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Plastic Reduction Initiative with Thomas Cook

The creation of the "Thinker" of Rodin with 1100 plastic water bottles which was displayed at the WTM in November 2011 conveying the strong message of think before using/buying a plastic water bottle.

1100 plastic bottles were saved at a hotel in Paphos per day by introducing water stations.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Sustainability on the Crossroads of Present & Future

The AGM Conference was organized in the marginalized village of Skarinou, a famous stop for travelers & merchants of the past. CSTI strongly supports marginalized villages & less travelled areas, so different rural locations are chosen every year. The Producers fair opened before the event to give the guests the chance to experience products from the nearby villages. A Traditional Cypriot Dinner followed the event.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

2013



Sustainable Tourism as an Opportunity in Times of Economic Crisis

The AGM Conference was organized in the marginalized village of Droushia. A Producers Fair, an Exhibition of Local Arts & Handicrafts and a Photo Exhibition with local village life were held in the forefront of the conference. A traditional dinner followed the event.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Cyprus Breakfast

The Cyprus Breakfast programme members support the local produce from local farms, orchards & small-scale producers. Hence, the logo is a signature for high quality & sustainability & also amazing taste!

The project was developed under the fruitful 5-year Cyprus Destination Partnership (CDP) between the Travel Foundation, CTO (now the Deputy Ministry of Tourism) & CSTI.



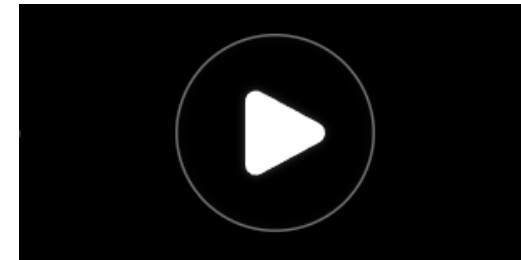


CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Zenon of Kition, an Environmental Pioneer

Hermes hosted the artwork “Zenon of Kitium” at the Arrivals level of the airport. The artwork was inspired and created by the students of Frenaros Gymnasium using recyclable bits of wood and was accommodated at the airport from the 17th of June 2014 until the 31st of October 2014. The artwork was unveiled by the Chairman of CSTI & Hermes’ CEO.



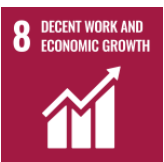


CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

The Role of Education in the Promotion of Sustainable Tourism

The AGM Conference was organized at the Famagusta Gate, the most splendid gate of the Venetian Walls surrounding old Nicosia. The Layout of the Venue took the Reception with Traditional Delights & the Producers Fair to a New Level!

On the 2nd day a clean-up of the riverbed, a tree planting & a cultural tour of Old Nicosia took place with a traditional lunch at a local taverna.





CYPRUS SUSTAINABLE TOURISM INITIATIVE



Sustainable Tourism Building Bridges

The AGM Conference was organized in the marginalized village of Sotira with a Reception with traditional delights and a Producers Fair at the end of the event giving many local producers the opportunity to sell their handmade products.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



CSTI's 10 Years Celebration Sustainability is Culture

The AGM Conference was organized in downtown Nicosia within the walls. The Commandaria Orchestra performed at the beginning of the conference and the celebration was wrapped up with a reception with traditional delights and a Producers Fair.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

2017

Sustainable Tourism for the Present and the Future

The AGM Conference was organized in Pafos. The Traditional Music Ensemble by the Music School of Pafos performed the opening act and even got the international audience dancing!

The conference ended on a high note as well with a reception with traditional delights and a Producers Fair.





2018

Prevent Plastic in the Mediterranean Sea

The AGM Conference was organized in Limassol. Traditionally, the Music Programme got the conference off to a great start with a singer accompanied by a pianist. The conference ended with a reception with traditional delights and a Producers Fair.





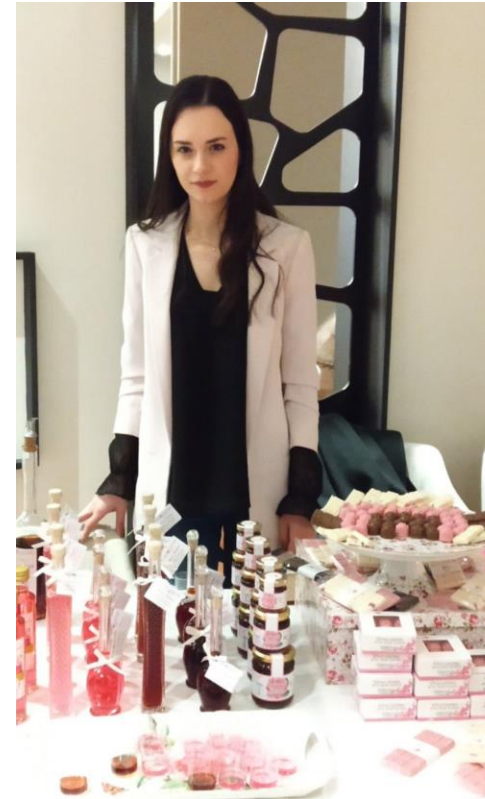
CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Greening Cyprus for a Sustainable Future

The AGM Conference was organized in the village of Agros with a music programme as an introduction and concluded with a Reception with Traditional Delights and a Producers Fair.

On the 2nd day there was a tree planting as well as a train ride to visit local producers.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



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

An online photography competition organized during Covid.

We mobilized mainly the young population of Cyprus to take care of our beaches and keep them clean.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



'Keep our Sand and Sea Plastic Free' Animation

We created an animation video for the project "Keep our Sand and Sea Plastic Free" in both Greek and English to make both locals and tourists aware about protecting our beaches and our seas.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



SUSTAINABLE FUTURE

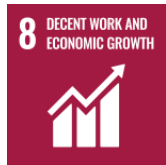
"in every crisis there is an opportunity"



CSTI's 15 Years Celebration

1st Online International Conference

Even the online conference had its cultural aspect with a piano musician, a photo competition and the showing of our hot off the press Keep our Sand and Sea Plastic Free Project Animation.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



PLASTIC
FREE
BEACH



1st Plastic Free Beach Ayia Triada, Paralimni

The CALYPSO artwork is a turtle made from waste to raise awareness at Ayia Triada Beach.

According to Greek Mythology, 'CALYPSO' was the Daughter of the ocean, thus the artwork highlights the importance of protecting our oceans, mainly from plastic waste that is the cause of death of thousands of marine creatures every year.





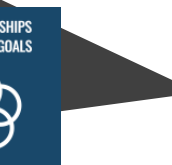
CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



**World Tourism Day Celebration:
For Inclusive Growth**

Ayia Napa

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.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Plastic Waste Free Islands Project Successful Pedieos River Clean- Up Campaign with Music from the Trees!





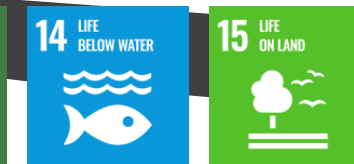
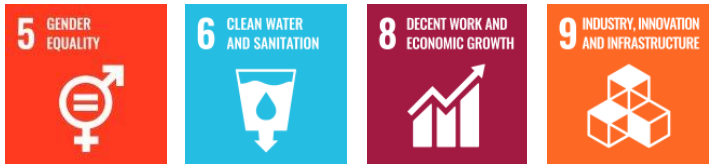
CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Plastic Waste Free Islands (PWFI) Project Final Event

The clear message was sent that urgent & collective action is needed to tackle plastic pollution in the Mediterranean.

We had photo and art exhibitions with pieces of art made of waste from a political refugee. Also, the Cultural Performance by the Tat-Tnabar Group was with musical instruments of recycled





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



PLASTIC
FREE
BEACH



2nd Plastic Free Beach

Skoutaroi Beach, Paralimni

‘NEFELI’ aims to raise awareness regarding the burning issue of plastic pollution in our seas.

According to Greek Mythology, “NEFELI” was an Oceanid (a cloud nymph) & the goddess of hospitality. “NEFELI” hosts us at the beach & seeks to highlight the importance of protecting our oceans, mainly from plastic waste that is the cause of death of thousands of marine creatures every year.





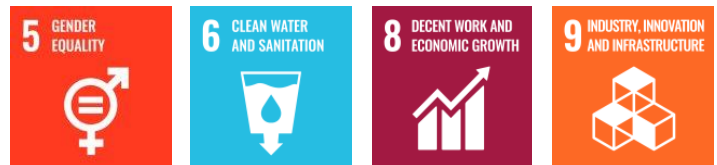
CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



World Tourism Day Celebration: Rethinking Tourism

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. Producers and artists exhibited their products promoting sustainable tourism.





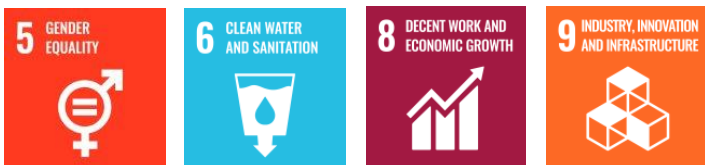
CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

2022

Sustainable Tourism: A Taste of the Future 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 – with plenty of culture & creativity.



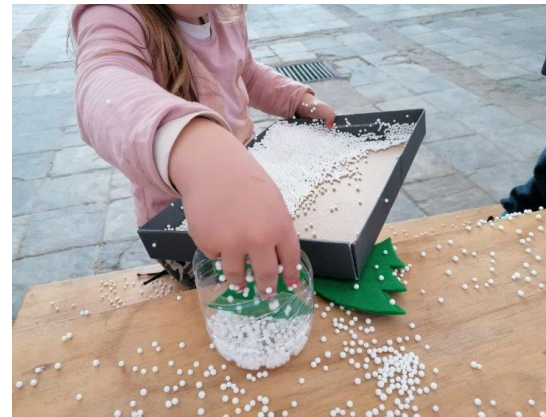


CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Christmas Wonder Paralimni

CSTI with the 'Keep our Sand and Sea Plastic Free, Destination Zero Plastic Waste in Cyprus' Project participated in the Christmas Wonder Paralimni event to say goodbye to plastic bottles and turn them into Christmas decorations 🌲🌲🌲





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



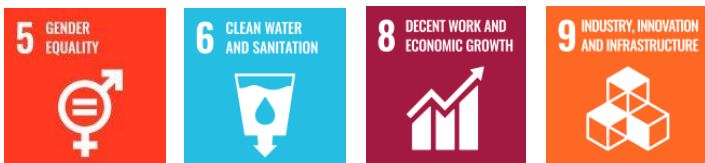
PLASTIC
FREE
BEACH



3rd Plastic Free Beach Yiannades Beach, Larnaka

The Awareness Raising Artwork with Flamingoes was created by students of the Gymnasio Athienou under the guidance of the art teacher Vangelis Evangelou with 300 plastic bottles.

The Larnaka salt lake is well known for its flamingos giving inspiration to the artists.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



4th Plastic Free Beach Panagies Beach, Limassol

The Awareness Raising Artwork in the form of a Bench is made of 34 kg of plastic waste.

The bench has indigenous plants at each end and the set would not be complete without the 2 matching ashtrays – made with 12kg of plastic waste each for smokers to park their cigarette butts in.



PLASTIC
FREE
BEACH



According to Greek Mythology Aris was the god of war, so we are proud to introduce Aris - our mascot for our fight against plastic pollution in our seas.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



One of Several Live Links held

CSTI & the “Keep our Sand And Sea Plastic Free” Project at Ammos Beach Bar, Larnaca.

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

An Upcycling Workshop was held for the youngsters, and they were amazed to see the whole process of how plastic bottle caps are used to make coasters!





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



PLASTIC
FREE
BEACH



5th Plastic Free Beach Armonia Beach, Limassol

'Harmony' is a beautiful fish artwork created by Petrou & Pavlou high school students with their art teacher Manolis Papa using 300 plastic caps and it represents the critical problem of plastic pollution. The artists transformed the waste which would otherwise end up in a landfill or in the sea, into a beautiful artwork embracing the power of Art in creating a better sustainable future.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

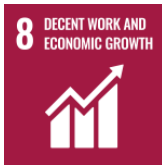


PLASTIC
FREE
BEACH



**HOPE is ready for the
1st Plastic Free Beach in Paphos!**

‘Hope’ the Seal Mural depicts a Monachus Monachus Mediterranean Monk Seal. ‘HOPE’ was assembled by the students of The International School of Paphos (ISOP) & is made with 300 plastic bottles retrieved during the Eco Club Beach Clean-ups & painted by their humanities Teacher. ‘HOPE’ wants only plastic free sands & seas, & its purpose is to highlight that plastic pollution is a major source of degradation of the oceans & sea life.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Pancyprrian Conference:

Is Climate Change a threat to Tourism?

Filoxenia Conference Center, Nicosia

Our Photo Exhibition was impressively displayed on both sides of the conference hall highlighting the Beauty, the Problems & the Solutions, which are in our hands!

We are Very Proud of our No Waste Conference organized with the Deputy Ministry of Tourism!

We are Hoping it will inspire others to follow suit!



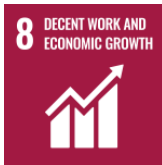


CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



'Plastic Free Beach' Animation

We created an animation video in both Greek and English for the Plastic Free Beach Concept which is part of the "Keep our Sand and Sea Plastic Free, Destination Zero Plastic Waste" project. We are grateful to the Cyprus Environment Foundation (CEF) and the Deputy Ministry of Tourism for sponsoring this animation to raise awareness further.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



Re-Merry Christmas The Other Market

Poseidonia Beach Hotel, Limassol
CSTI was honored to contribute to our Member Poseidonia Beach Hotel's Innovative Event with both a stand & a presentation with the topic 'Sustainable Tourism makes good Business Sense'. At CSTI's stand we had an Xmas Upcycling Workshop making Xmas decorations with the youngsters at the event.

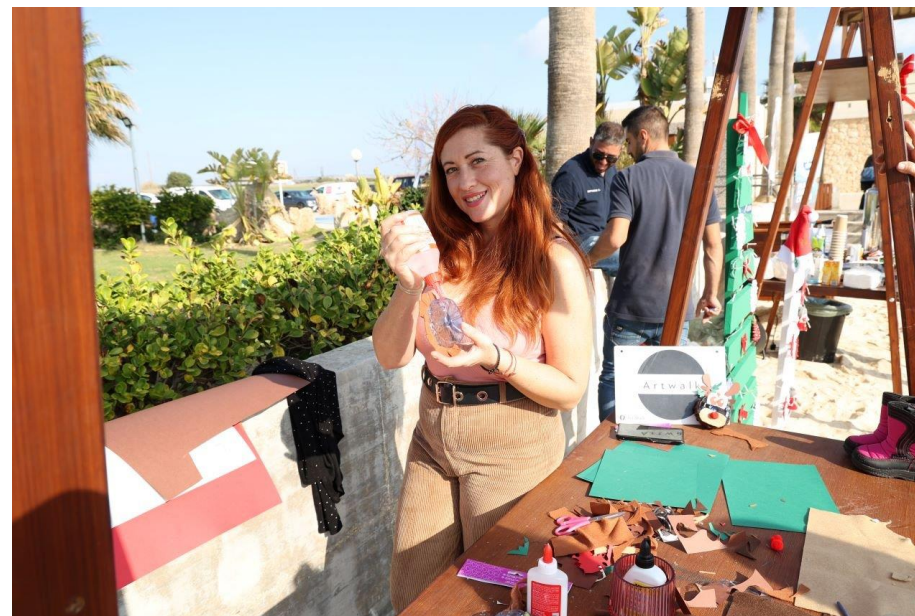




CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



PLASTIC
FREE
BEACH

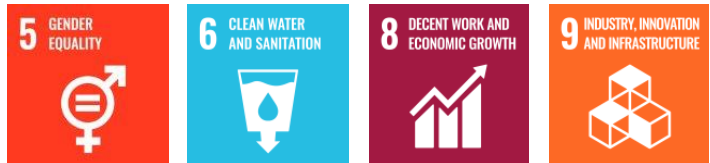


6th Plastic Free Beach Aya Thekla Beach, Sotira

This was the 1st Plastic Free Beach launched at Christmas time!

On that occasion a colorful event in the Christmas spirit was held at the beach with lots of surprises for young and old alike with contests, prizes, beach cleaning, Christmas craft creation from recyclable materials, winter swimming & music!

Our New Toy Library was also introduced.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

The Way Forward

We're also exploring innovative approaches like gamification to effectively communicate the significance of accomplishing the United Nations' 17 Sustainable Development Goals to younger generations.

<https://view.genial.ly/654c14491404840011b9e493>

Engaging younger generations in sustainable tourism and the UN 17 Sustainable Development Goals (SDGs) requires creativity and innovation in messaging.





CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

The Way Forward



Here are some innovative ways to convey these messages:

- **Interactive Mobile Apps:** Develop mobile apps that gamify sustainable tourism practices and educate users about the SDGs. Include challenges, quizzes, and rewards to make learning fun and engaging.
- **Augmented Reality (AR) Experiences:** Create AR experiences that overlay information about sustainable tourism and the SDGs onto real-world locations. Users can explore destinations while learning about their environmental and social impact.
- **Virtual Reality (VR) Tours:** Develop VR tours of eco-friendly destinations and projects aligned with the SDGs. Users can immerse themselves in these virtual experiences to understand the importance of sustainable tourism firsthand.
- **Social Media Campaigns:** Launch social media campaigns using platforms like TikTok, Instagram, and Snapchat to raise awareness about sustainable tourism practices. Use catchy hashtags, challenges, and user-generated content to reach a younger audience.
- **Youth Workshops and Hackathons:** Organize workshops and hackathons where young people can brainstorm and develop innovative solutions for sustainable tourism challenges. Encourage collaboration and provide mentorship from industry experts.



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

The Way Forward



- **Educational Webinars and Podcasts:** Host webinars and podcasts featuring experts in sustainable tourism and the SDGs. Cover topics such as responsible travel tips, community engagement, and conservation efforts.
- **Art and Creative Projects:** Encourage young artists, filmmakers, and musicians to create works that promote sustainable tourism and the SDGs. Host exhibitions, film screenings, and concerts to showcase their creations and spark conversations.
- **School Curriculum Integration:** Work with educators to integrate lessons on sustainable tourism and the SDGs into school curricula. Develop age-appropriate materials, activities, and projects to engage students in meaningful learning experiences.
- **Youth Ambassador Programs:** Recruit youth ambassadors to represent sustainable tourism and the SDGs in their communities. Empower them to organize events, lead initiatives, and inspire their peers to take action.
- **Collaborations with Influencers:** Partner with influencers who have a strong following among younger demographics to promote sustainable tourism practices and the SDGs. Encourage them to share personal stories, tips, and recommendations with their audience.

By employing these innovative approaches, you can effectively convey messages about sustainable tourism and the UN 17 SDGs to younger generations, inspiring them to become active contributors to a more sustainable future.



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



**Thanks for joining us on
our exhilarating**

SDGs

CULTURAL

ride!



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



**We look forward
to continuing our journey
towards a More
Sustainable
Future Together!**

Proud member of the Pancyprian
Volunteerism Coordinative Council:



CYPRUS SUSTAINABLE TOURISM INITIATIVE



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://www.instagram.com/hashtag/LeadingSustainableTourisminCyprus)

