



CSTI's Action Plan for Climate Action in Tourism, 2025

The Cyprus Sustainable Tourism Initiative (CSTI) has been a proud signatory of the Glasgow Declaration on Climate Action in Tourism since 2021. Since then, CSTI has taken a leading role in Cyprus, raising awareness, engaging stakeholders, and driving action within the tourism sector to address climate change. Building on the success of the inaugural Pancyprrian Climate Change Conference, titled "Is Climate Change a threat to Tourism?" - co-organized with the Cyprus Deputy Ministry of Tourism - CSTI, in partnership with the Deputy Ministry of Tourism and the Office of the Commissioner for the Environment, will host the **2nd Pancyprrian Climate Change Conference**. With over 300 participants from across the tourism industry expected to attend, the conference will focus on the imminent impacts of climate change on tourism in Cyprus, a destination already facing unusually high temperatures and droughts. The goal is to highlight the urgent need for climate action to safeguard the future of tourism in the region.

Below is CSTI's Action Plan for the upcoming year, as we continue to lead the change in sustainable tourism:

- Supporting and Guiding Partners of the "**Keep Our Sand and Sea Plastic Free, Destination Zero Plastic Waste**" Project: CSTI will work closely with project participants to help implement measures that reduce plastic pollution within their businesses. By cutting down on single-use plastics and combating plastic pollution in the Mediterranean, these actions will not only protect our seas but also contribute to reducing CO₂ emissions. Ultimately, the environment will be the greatest beneficiary of these efforts. Currently, 279 tourism industry partners (up from 150 last year) are actively participating in the project, and we aim to reach 300 partners by the project's conclusion in May 2025.
- The **HoReCa 5.0 Project** is designed to empower SMEs in the HoReCa sector by facilitating the effective adoption of Artificial Intelligence (AI) tools and knowledge. The initiative focuses on six key thematic areas:
 1. Indoor Air Quality Assessment (CO₂ and other metrics)
 2. Food Waste Management
 3. Sales Forecasting
 4. Thermal Comfort Evaluation
 5. Human Resource Management
 6. Personalized Customer Experience

By implementing these AI-driven solutions, businesses can achieve significant reductions in CO₂, methane, and other emissions, contributing to environmental sustainability.

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- The **Prevent Project**, part of the HORIZON program, aims to improve the predictability of climate-related extreme events in the Mediterranean over seasonal to decadal timescales, utilizing advanced dynamical, statistical, and machine learning methods. As a key partner, CSTI will disseminate the project's findings to all relevant stakeholders, encouraging them to take meaningful climate action in their daily lives. Additionally, CSTI will continue lobbying the Cyprus Government and Parliament to provide stronger support for the tourism industry in addressing climate change. This is particularly urgent as extreme heat has become the top concern among tourists in Cyprus, with July marking the hottest month on record globally. The intense summer heat during June, July, and August is making Cyprus less attractive to Northern European visitors. As a result, tools like the Holiday Climate Index (HCI) are becoming essential for travellers, helping them assess key climate factors—such as temperature, humidity, sunshine, and wind—before choosing their holiday destinations.
- The **SIEQUA-CERT Project** is focused on developing real-time Indoor Environmental Quality (IEQ) health-impact metrics for different building zones, along with a decision support system that enhances awareness of indoor environments and health. This system will provide measurable benefits to stakeholders managing high-occupancy public and private buildings. This year, CSTI will guide the hotel industry on how to leverage artificial intelligence to improve indoor air quality and reduce CO2 emissions, helping them achieve both environmental and operational benefits.
- The Cyprus Sustainable Tourism Initiative (CSTI) will spearhead a national campaign to raise awareness among Cypriots about the United Nations Sustainable Development Goals (SDGs), with a special focus on **SDG Goal 13: Climate Action**. This campaign aims to educate the public on the urgency of combating climate change and how individuals and communities can actively contribute to reducing its effects. In collaboration with both local and international partners, CSTI will also organize a series of events to promote all 17 SDGs, with particular emphasis on climate action. A key highlight of this initiative is the **1st Sustainable Pediaios River Festival**, celebrating Cyprus' longest river. The festival will be hosted by the Office of the Environment Commissioner in partnership with CSTI and will see participation from **14 Local Authorities, 10 State Agencies, 27 Non-Governmental Organizations, Radio Channel Six, Academic Institutions, and other key stakeholders**. This festival, and others like it, will provide an interactive platform to engage the public, showcase sustainable practices, and foster a collective commitment to climate action and the broader SDG agenda.

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- In 2025, CSTI will continue to actively inform its members, partners, and associates about sustainability issues and best practices both in Cyprus and internationally. We will engage with them through digital newsletters, mailings, and social media, ensuring regular updates on key developments. Leveraging our extensive network of stakeholders, CSTI will persist in lobbying the Cyprus Government and Parliament to implement new laws, regulations, and incentives aimed at addressing the climate crisis within the tourism sector.
We will continue giving presentations and lectures on sustainability subjects and sharing best practices when we are invited by Universities, Department of the Environment, and other organizations in Cyprus and abroad.
- In 2025, we have renewed our **Memorandum of Understanding** with the **University of Nicosia**, the **Office of the Commissioner for the Environment**, and the **Cyprus Marine and Maritime Institute (CMMI)**. Through these strategic partnerships, we aim to advance the promotion of the **Glasgow Declaration on Climate Action in Tourism**, fostering stronger collaboration in the fight against climate change within the tourism sector.

Sustainable regards,

Philippos Drousiotis
Executive Chairman

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