



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE



CSTI's

SDGs

CULTURAL

Roadmap



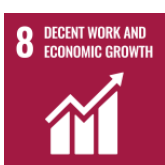
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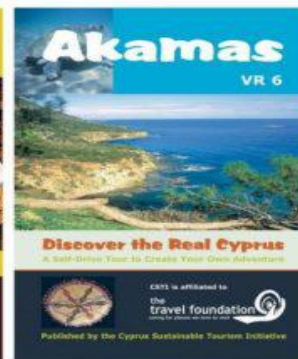
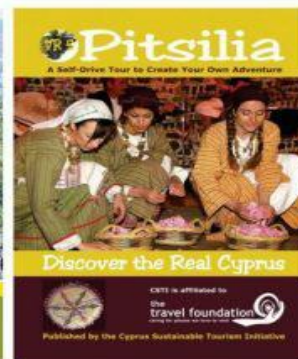
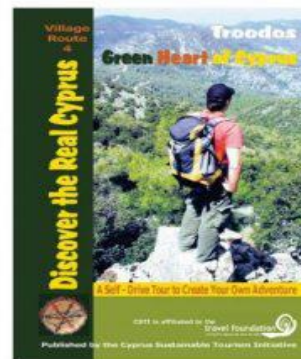
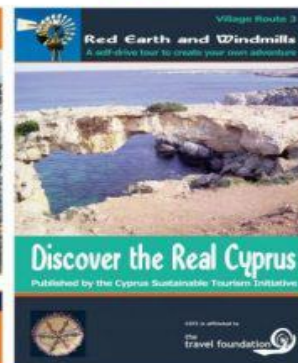
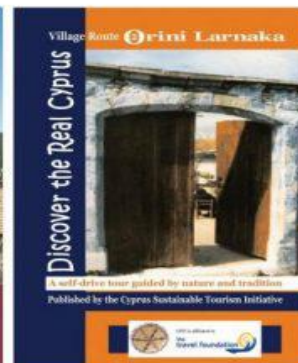
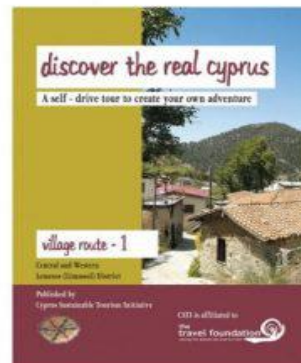
6 Village Routes

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

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



Discover the Real Cyprus

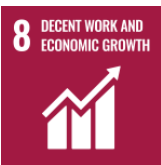




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Hidden Delights

The 1st AGM Conference was held at the Oleastro Olive Park in the marginalized village of Anogyra, highlighting local producers featured in the Village Routes. The event began with a tour of the Park's exhibits and producers' stalls. Guests enjoyed a buffet dinner accompanied by a dance performance and live music. Oleastro Olive Park celebrates the 60,000-year-old legacy of the olive tree.

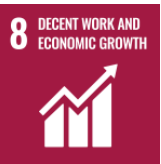




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Mountain Magic

The AGM Conference took place at the Cultural Center in the marginalized village of Foini, featuring the Village Route titled "Troodos – Green Heart of Cyprus." Attendees enjoyed a village tour and a traditional produce fair, followed by a traditional dinner at a local tavern.





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Cyprus Festival

Discover the Real Cyprus

The AGM Conference was held in the marginalized village of Simou, featuring a keynote talk on "Climate Change & the Role of the Tourism Industry: Case Study Cyprus." The 6th Village Route was presented, alongside an exhibition of local producers. The event concluded with dinner and live music at a traditional tavern.





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Plastic Reduction Initiative with Thomas Cook

In November 2011, a replica of Rodin's The Thinker created using 1,100 plastic water bottles was displayed at the World Travel Market (WTM) to convey a powerful message: think before using or buying a plastic water bottle.

A hotel in Paphos saved 1,100 plastic bottles daily by introducing water stations.





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2012

Sustainability on the Crossroads of Present & Future

The AGM Conference was hosted in Skarinou, a historic village once vital to travelers and merchants. By choosing marginalized rural locations annually, CSTI highlights and supports less-traveled areas. Guests enjoyed a Producers' Fair, showcasing local products, followed by a Traditional Cypriot Dinner, celebrating culture and sustainability.



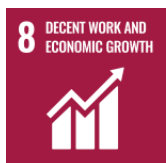


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2013

Sustainable Tourism as an Opportunity in Times of Economic Crisis

The AGM Conference took place in the marginalized village of Droushia, featuring a Producers Fair, an Exhibition of Local Arts & Handicrafts, and a Photo Exhibition showcasing village life. The event concluded with a traditional dinner.





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2013-
present



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.

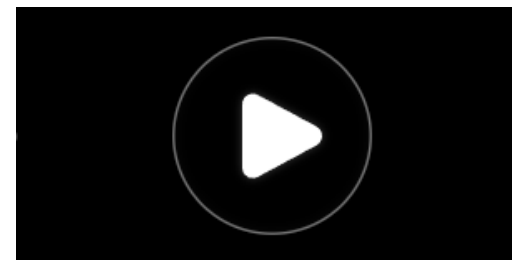




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Zenon of Kition, an Environmental Pioneer

Hermes hosted the artwork “Zenon of Kition” 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.



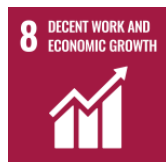
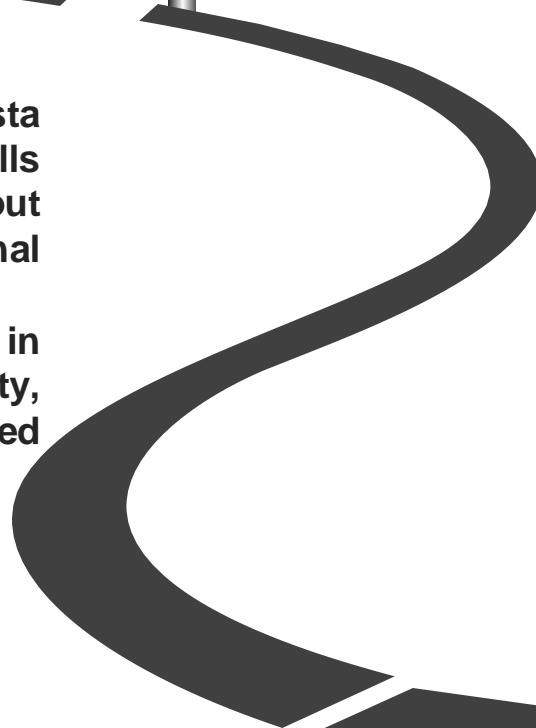


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The Role of Education in the Promotion of Sustainable Tourism

The AGM Conference was held at Famagusta Gate, the grandest gate of the Venetian Walls around old Nicosia, where the venue layout elevated the Reception with Traditional Delights and the Producers Fair.

On the second day, attendees participated in a riverbed clean-up, a tree-planting activity, and a cultural tour of Old Nicosia, followed by a traditional lunch at a local taverna.





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Sustainable Tourism Building Bridges

The AGM Conference took place in the marginalized village of Sotira, concluding with a Reception featuring traditional delights and a Producers Fair, offering local producers the opportunity to sell their handmade products.





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2016

CSTI's 10 Years Celebration Sustainability is Culture

The AGM Conference was held in historic downtown Nicosia within the city walls. The event opened with a performance by the Commandaria Orchestra and concluded with a reception featuring traditional delights and a Producers Fair.



1
NO
POVERTY



2
ZERO
HUNGER



3
GOOD HEALTH
AND WELL-BEING



5
GENDER
EQUALITY



8
DECENT WORK AND
ECONOMIC GROWTH



9
INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10
REDUCED
INEQUALITIES



11
SUSTAINABLE CITIES
AND COMMUNITIES



12
RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13
CLIMATE
ACTION



16
PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17
PARTNERSHIPS
FOR THE GOALS





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2017

Sustainable Tourism for the Present and the Future

The AGM Conference in Pafos opened with a lively performance by the Traditional Music Ensemble from the Pafos Music School, even getting the international audience up and dancing! The event concluded with a reception featuring traditional delights and a Producers Fair.





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2018

Prevent Plastic in the Mediterranean Sea

The AGM Conference took place in Limassol, opening on a high note with a traditional music program featuring a singer accompanied by a pianist. The conference concluded with a reception offering traditional delights and a Producers Fair.





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2020

Greening Cyprus for a Sustainable Future

The AGM Conference was held in the village of Agros, beginning with a music program and concluding with a Reception featuring Traditional Delights and a Producers Fair.

On the second day, attendees participated in a tree-planting activity and took a train ride to visit local producers.





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'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.





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'Keep our Sand and Sea Plastic Free' Animation

An animation video was created for the "Keep our Sand and Sea Plastic Free" project in both Greek and English to raise awareness among locals and tourists about protecting our beaches and seas.





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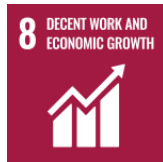
SUSTAINABLE FUTURE

"in every crisis there is an opportunity"

CSTI's 15 Years Celebration

1st Online International Conference

The online conference incorporated a cultural touch with a piano performance, a photo competition, and the premiere of our brand-new Keep our Sand and Sea Plastic Free project animation.





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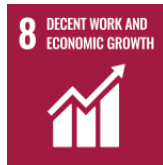
PLASTIC
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BEACH



Artwork 'Calypso'
1st Plastic Free Beach
Aya Triada, Paralimni

The CALYPSO artwork is a turtle made from waste to raise awareness at Aya 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.



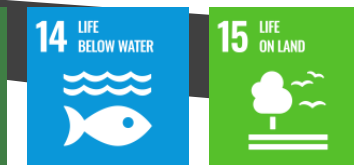
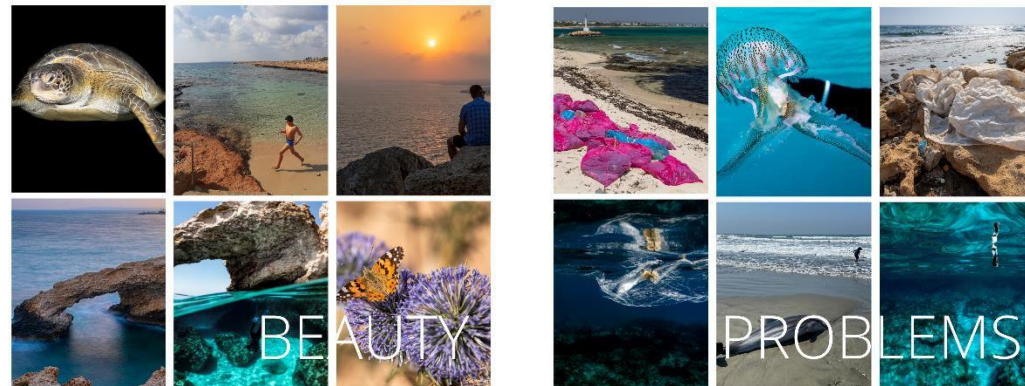


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World Tourism Day Celebration: For Inclusive Growth Ayia Napa

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.

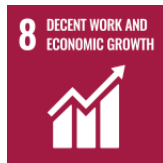




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Plastic Waste Free Islands Project Successful Pedieos River Clean- Up Campaign with Music from the Trees!





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Plastic Waste Free Islands (PWFI) Project Final Event

A strong message was delivered: urgent, collective action is essential to combat plastic pollution in the Mediterranean.

The event featured photo and art exhibitions showcasing works created from waste materials by a political refugee. Additionally, the Tat-Tnabar Group gave a cultural performance using musical instruments made from recycled materials.





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Artwork 'Nefeli'

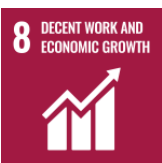
2nd Plastic Free Beach

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.



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2022

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.





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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.



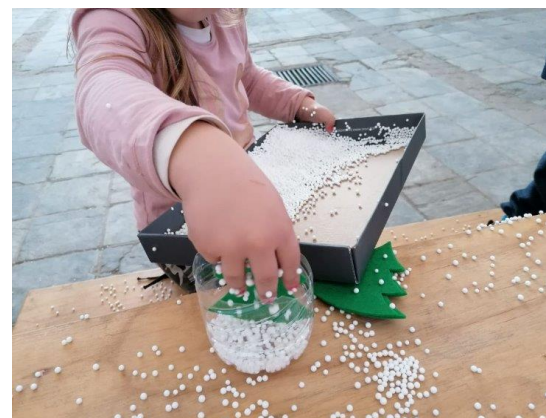


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Christmas Wonder Paralimni

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 🌲 🌲 🌲





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Flamingos Artwork 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.





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Upcycled Bench Artwork 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.



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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.





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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!





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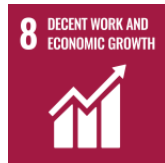


Artwork 'Harmony'

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.





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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.





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Pancyprrian Conference:

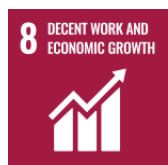
Is Climate Change a threat to Tourism?

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!





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'Plastic Free Beach' Animation

An animation video was created 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.





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Re-Merry Christmas The Other Market Poseidonia Beach Hotel, Limassol

CSTI was honored to take part in Poseidonia Beach Hotel's innovative event, presenting on "Sustainable Tourism Makes Good Business Sense." At CSTI's stand, we hosted a Christmas Upcycling Workshop where young attendees created festive decorations.





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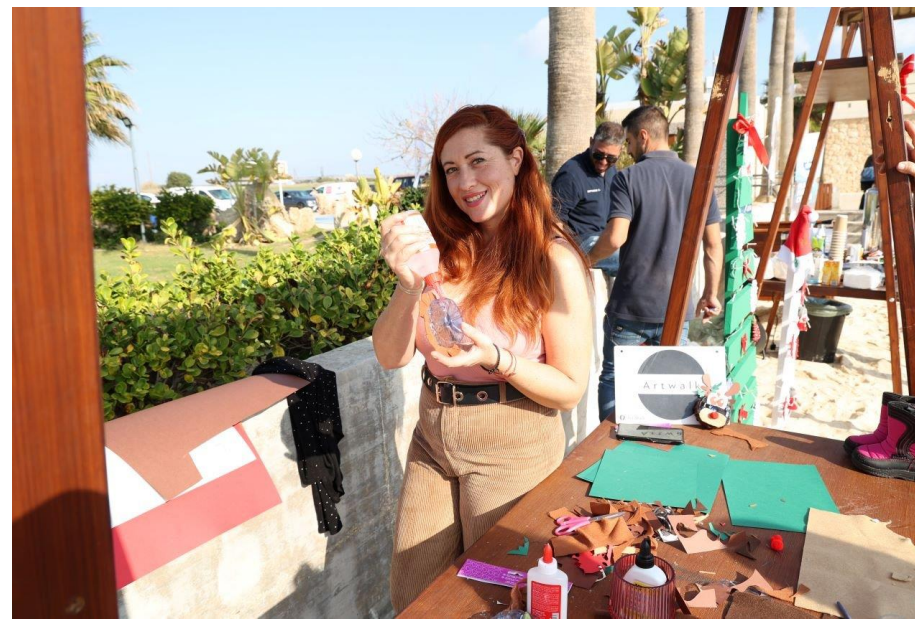
Xmas Upcycling Workshop 6th Plastic Free Beach Aya Thekla Beach, Sotira

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

To celebrate, a festive, family-friendly event was held at the beach, featuring contests, prizes, beach cleaning, Christmas crafts from recyclable materials, winter swimming, and music. Our new Toy Library was also introduced, adding to the holiday cheer!



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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.



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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.



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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.



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**Thanks for joining us on
our exhilarating**

SDGs

CULTURAL

ride!



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

Proud member of the Pancyprian
Volunteerism Coordinative Council:



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The Leading Organisation of **Sustainable Tourism** in Cyprus since 2006

THANK YOU!

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