

CYPRUS  
SUSTAINABLE  
TOURISM  
INITIATIVE

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



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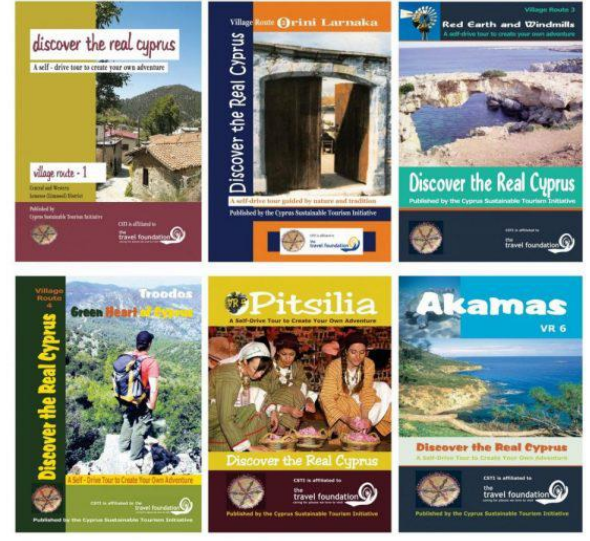
CSTI was officially established.  
Affiliated with the Travel  
Foundation

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



2007

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



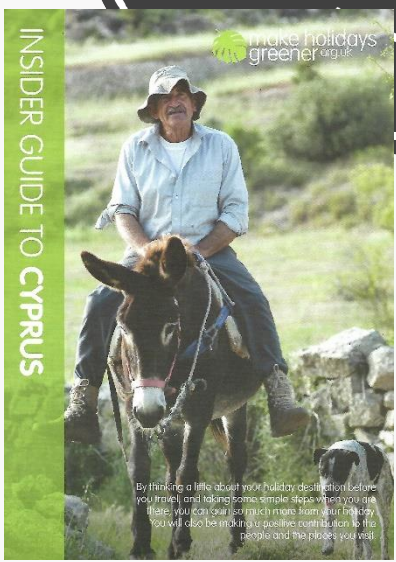
We organized The international Waste Management Conference with the University of Nicosia



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



Plastic Reduction Initiative with Thomas Cook



Make Hotels Greener



CYPRUS SUSTAINABLE TOURISM INITIATIVE

2011-2012

**Greening Cyprus Beaches**



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

2013-2015



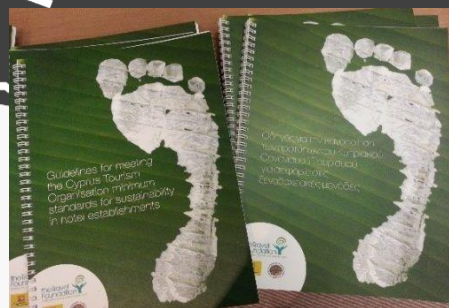
**Waste Mapping**

**Cyprus Breakfast**



2014

**Minimum Sustainable Standards (MSS)**

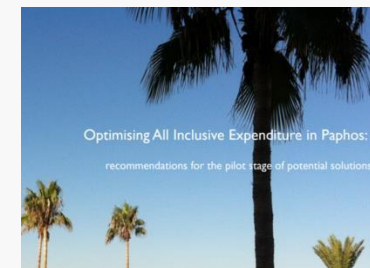


**Cyprus won the Silver Award as the "Best Destination for Responsible Tourism" at the WTM for the Minimum Sustainable Standards (MSS)**

2013-present

2015

2014-2015



**Optimising All Inclusive Customer spend in the Paphos Economy**



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



**10 Year Celebration  
with  
'Sustainability is Culture'  
Event**



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



# 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.

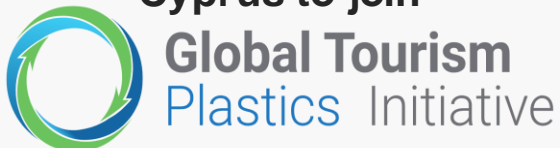
2021



'Keep Our Sand & Sea Plastic Free' Animation Release

2020

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



2006-2021



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.**



**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.**



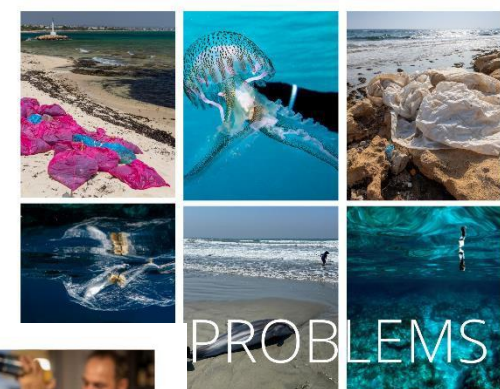
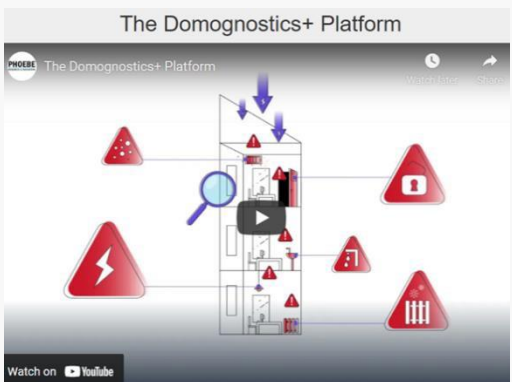
**CYPRUS SUSTAINABLE TOURISM INITIATIVE**





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INITIATIVE

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"



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



Phase I was wrapped up with great results!



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



**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.**



**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.



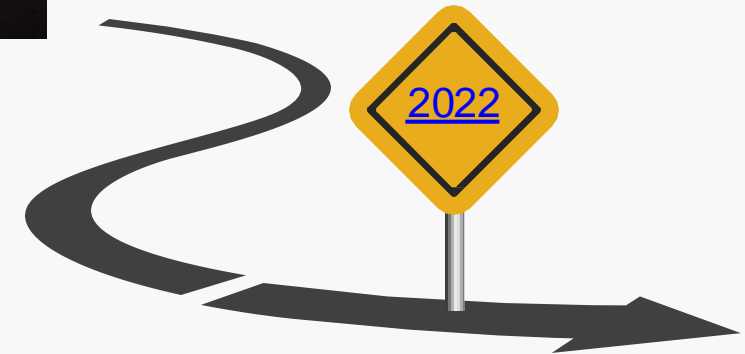
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## 2022 WTM World Responsible Tourism Awards London Monday 7.11.2022



**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 Drousiotis & 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!







**PLASTIC  
FREE  
BEACH**

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



Fondation  
Didier et Martine  
Primat

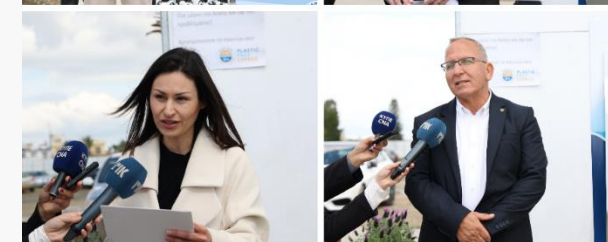
1st 'Plastic Free Beach' in Larnaka  
3rd by the 'Keep our Sand and Sea Plastic Free' project  
This is the 1st 'Plastic Free Beach' funded by  
IUCN & the Fondation Didier et Martine Primat.



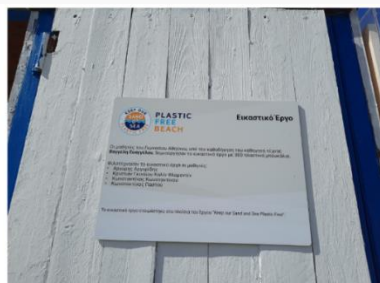
Award Ceremony



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!



Display of Upcycling & Alternatives to plastic



Panel Discussion:  
The role of tourism in plastic reduction

Launch Event Speakers





**PLASTIC  
FREE  
BEACH**

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

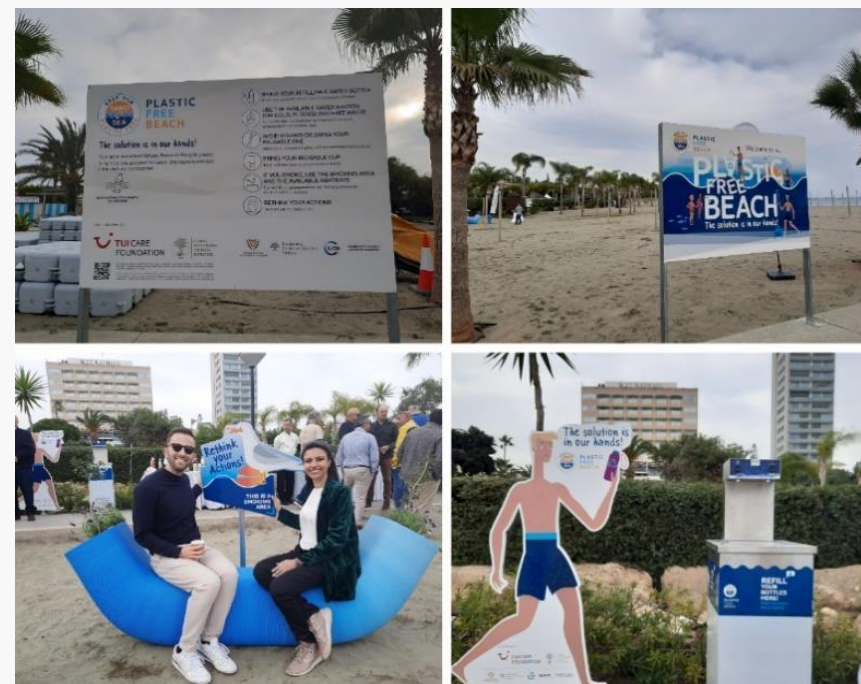


**Fondation  
Didier et Martine  
Primat**

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.**



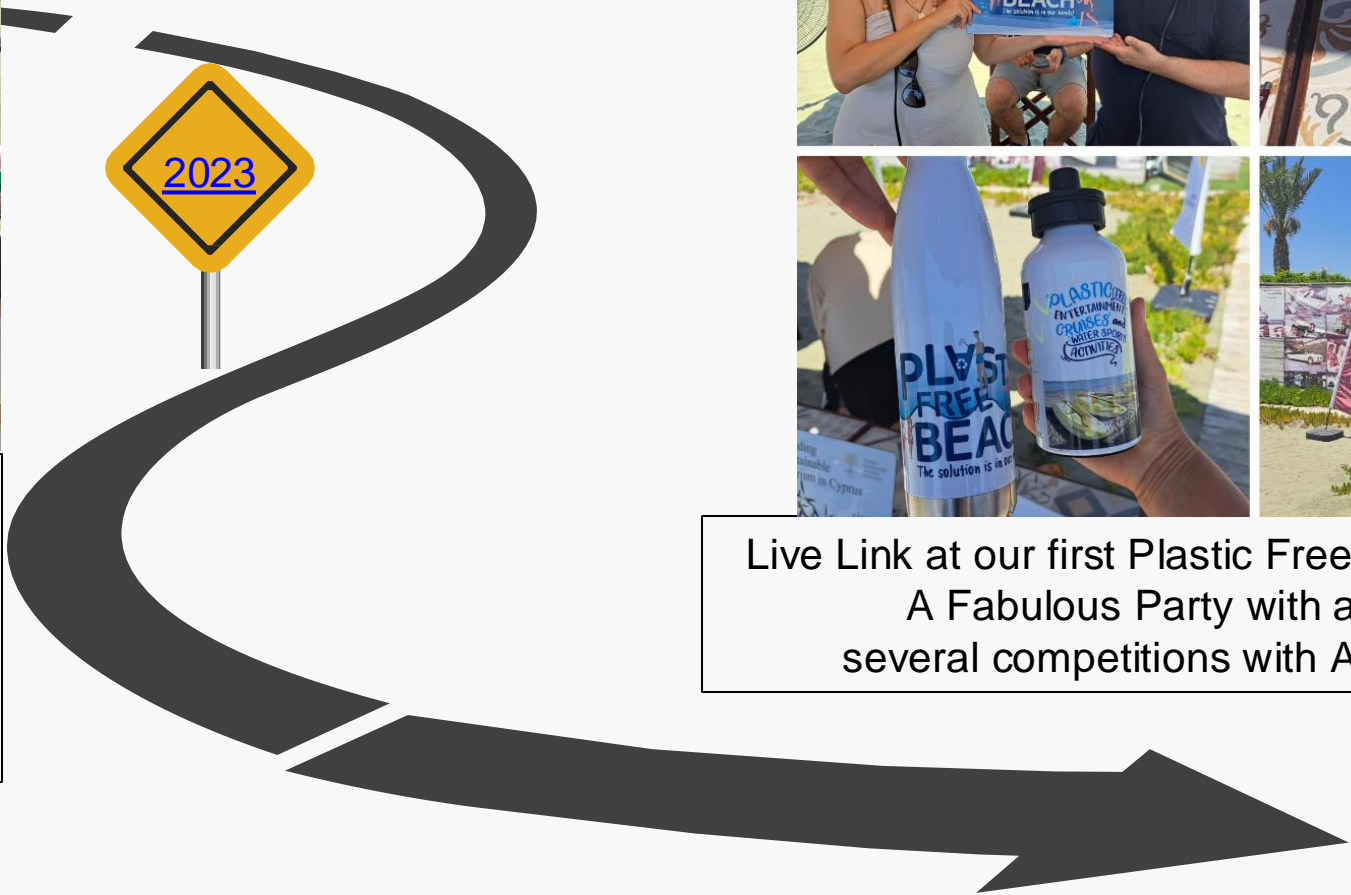
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**Live link  
Panagies Plastic Free Beach, Limassol  
Sunday 23.07.2023**



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.

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



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



# Live Link 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

**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.





## Grant # 3 Bring Your Cup

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



“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](http://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!**

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).

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







**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



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



Award Ceremony



Live Link with Upcycling Workshops for the children



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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



& Photo Exhibition on display



Prominent Speakers

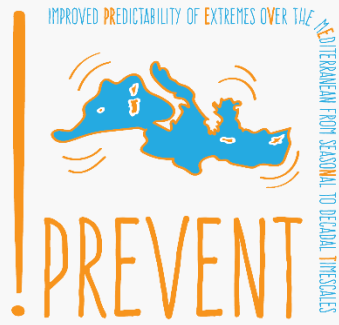


Under the Auspices of  
H.E. The President  
of the Republic of Cyprus  
Mr. Nikos Christodoulides



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

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.



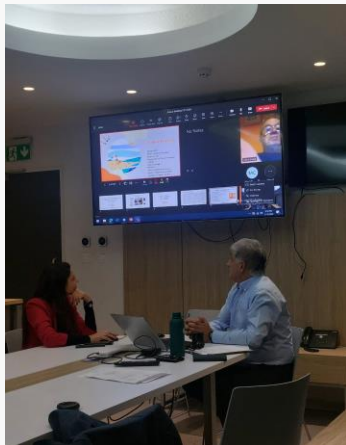


## CSTI 16th Annual General Meeting (AGM) Hybrid - University of Nicosia / Microsoft Teams Wednesday 10.1.2024

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!



# 1st International Creative Event

## “Let’s create an SDGs heritage - SDG Cultheritage”

### Lefkara Conference Center

### Thursday 04.04.24



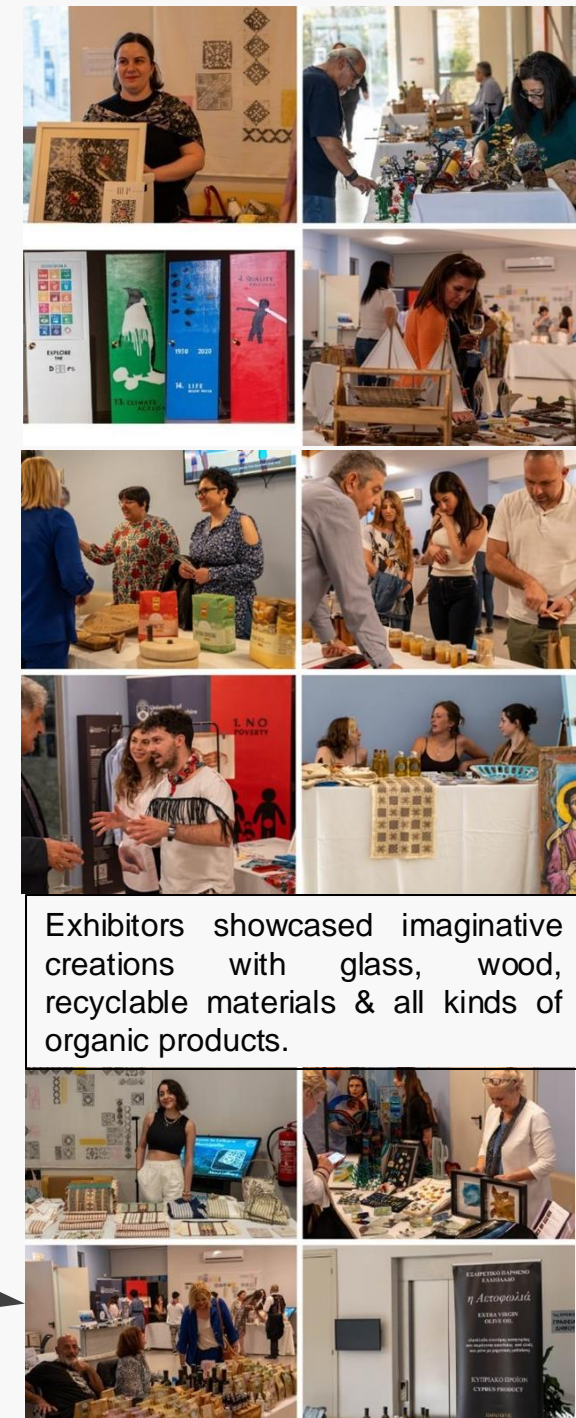
Prominent Speakers & an interested audience.



All participants to the Center Stage!  
Partnerships for the Goals:  
SDG 17



Traditional Dance Performance



Exhibitors showcased imaginative creations with glass, wood, recyclable materials & all kinds of organic products.



The 2 'tsattista' were written especially for this event.



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**PLASTIC  
FREE  
BEACH**

# Award Ceremony & Launch of SODAP Plastic Free Beach, Pafos Thursday 23.05.2024

1st 'Plastic Free Beach' in Pafos  
7th by the 'Keep our Sand and Sea Plastic Free' project  
The event was held under the auspices of the  
Office of the Commissioner of the Environment.



Award Ceremony



Plastic Free  
Beach Distinction  
Award



'HOPE' - Awareness Raising Artwork



The facilities implemented include a water station providing free, cold and filtered water, a smoking area with upcycled bench and ashtrays, and also informative signs. On this beach our new turtle umbrella signs were introduced to help raise awareness.



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**PLASTIC FREE BEACH**

# Award Ceremony & Launch of Ammos tou Kambouri Plastic Free Beach, Ayia Napa Friday 24.05.2024

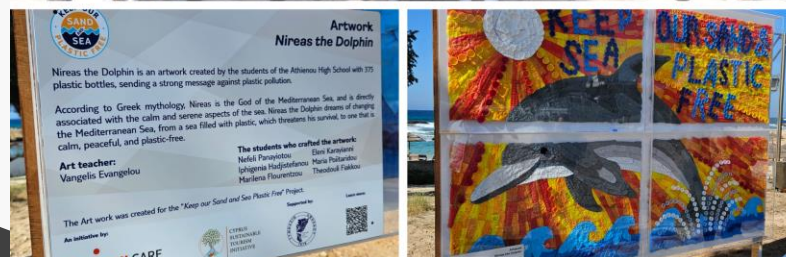


1st 'Plastic Free Beach' in Ayia Napa  
8th by the 'Keep our Sand and Sea Plastic Free' project  
The event was held under the auspices of the Deputy Ministry of Tourism.

This 'Plastic Free Beach' is funded by Beyond Plastic Med & the Ayia Napa Municipality.



Award Ceremony



The facilities implemented include a water station providing free, cold and filtered water, a smoking area, and also informative signs.

Nireas the Dolphin - Awareness Raising Artwork

This event was made extra special by the valuable contribution of students from 3 different schools! Both beach & sea clean-ups took place as well!





# World Environment Day

Wednesday 5.6.24

## 4 Beach Clean-up Awareness Actions In Ayia Napa & Limassol



Let's come together to protect our environment and preserve the beauty of our planet.

4 Beach Clean ups on World Environment Day



An initiative by:



Supported by:



Excited to mark the World Environment Day with our dedicated member Alion Beach Hotel on their Annual Beach Cleaning Day!

Delighted to Celebrate World Environment Day with our member Mediterranean Beach Hotel!

Happy to join our member Nissi Beach Resort's Annual World Environment Day Beach Clean-up!



Proud to Celebrate World Environment Day with our member Parklane Resort & Spa!



# World Oceans Day Saturday 8.6.24

## 2 Beach Clean-up Awareness Actions in Limassol & in Pafos



Thrilled to Celebrate World Oceans Day with our New Members Leonardo Plaza Cypria Maris Beach & Leonardo Cypria Bay!



Clean Beaches, Happy Oceans:  
Join Our World Ocean Day Beach Clean-Ups!



Leonardo Cypria Bay &  
Leonardo Plaza Cypria Maris

Poseidonia Beach Hotel



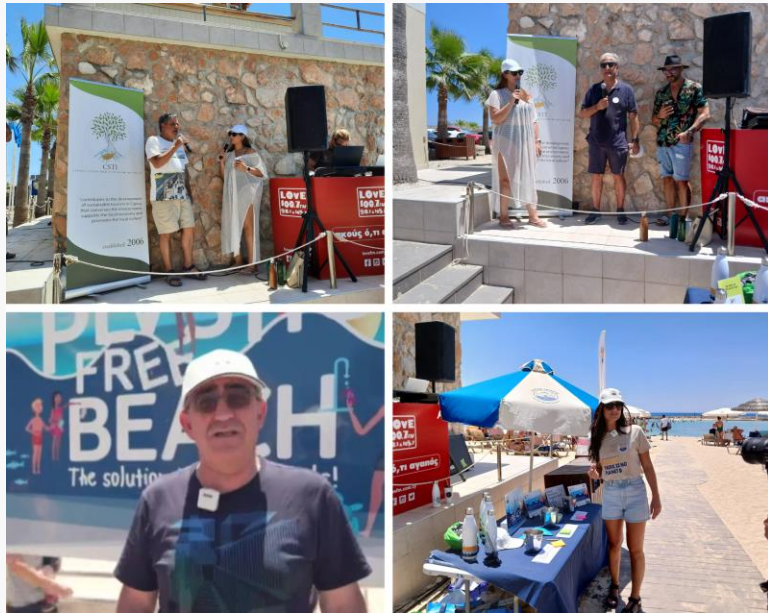
A heartfelt thank you to our member Poseidonia Beach Hotel for joining forces with us for a beach cleaning to celebrate World Oceans Day.





**Live Link**  
**Sunday 28.07.2024**  
**Ayia Thekla Plastic Free Beach, Sotira, Famagusta**

Another Successful Summer Party with a Purpose:  
Raising Awareness About Plastic Pollution.



Live Link at the Beach with Music & Competitions with Great Prizes



3 Lucky Winners



We were impressed by the public's enthusiasm to fill our reusable bags with litter in exchange for a branded reusable water bottle!



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**Live Link**  
**Sunday 11.08.2024**  
**Sodap Plastic Free Beach, Pafos**  
Another Successful Summer Party  
with a Purpose:  
Raising Awareness About Plastic Pollution.

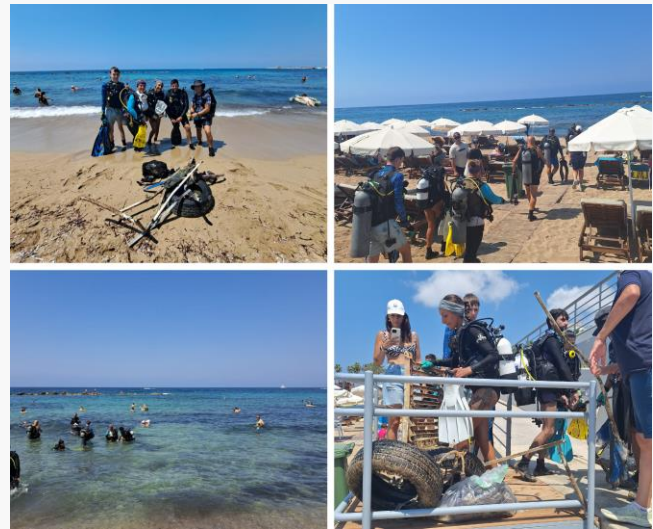


A fun-filled day at SODAP Plastic-Free Beach, Pafos! Exciting competitions, amazing prizes, and live music with Mix FM made it a huge success!



Enthusiastic participants traded litter and cigarette butts for Plastic Free Beach reusable bottles sponsored by the Pafos Municipality.

We had 11 lucky winners who received accommodation, meals, and/or drinks.

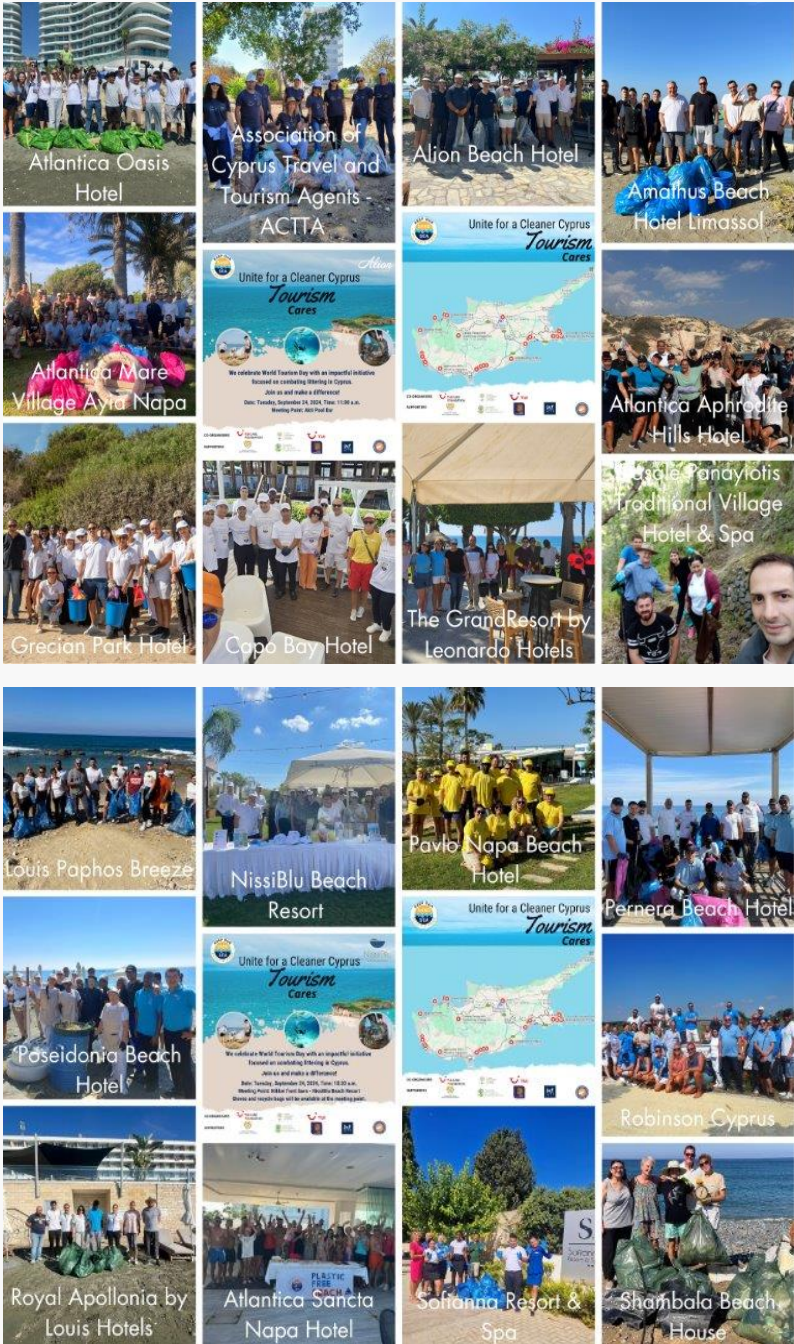


We are very grateful to Cydive for for partnering with us to conduct a powerful sea clean-up alongside our land clean-up!



## "Tourism Cares: Unite for a Cleaner Cyprus"

The "Tourism Cares: Unite for a Cleaner Cyprus" initiative united 60 tourism businesses, 1,200 staff, and 450 hotel guests in cleaning coastal and public areas across Cyprus, removing over 1,500 kg of waste! Celebrating #WorldTourismDay 2024 and its theme, "Tourism and Peace," this effort highlights how tourism promotes sustainability and cross-cultural understanding. We are grateful to all hotels, businesses, and participants and for support from the Deputy Ministry of Tourism. Together we contributed to a cleaner, greener Cyprus!





Opening Ceremony



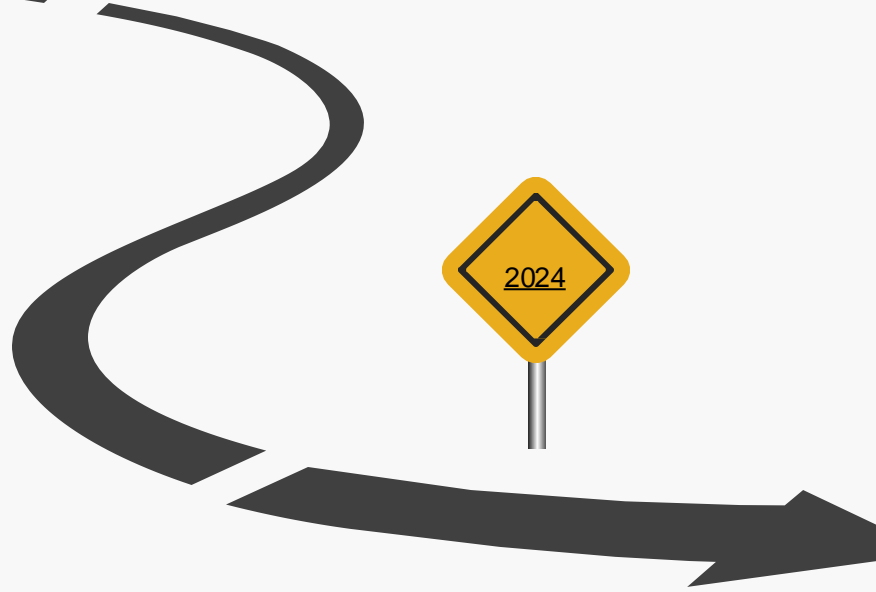
**Pedaios: A River, A Vision of Sustainability**  
 Through 84 unique initiatives, we highlighted the beauty and value of the Pedaios River, transforming it into a living mosaic of nature, culture, and collaboration. A mosaic of diverse people joined forces for a common goal, sending a powerful message: Pedaios can and should remain a reference point for Cyprus!



Closing Ceremony



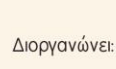
Upcycling Workshops



Four new water stations installed!



1<sup>ο</sup> 29 ΟΚΤΩΒΡΙΟΥ – 3 ΝΟΕΜΒΡΙΟΥ 2024  
**ΛΕΙΦΟΡΟ ΦΕΣΤΙΒΑΛ ΠΕΔΑΙΟΥ**  
*...ροή ζωής!*



Γραφείο Επιτρόπου Περιβαλλοντος και Ευημερίας των Ζώων

Σε συνεργασία:



ΚΥΠΡΙΑΚΟΣ ΣΥΝΔΕΣΜΟΣ ΛΕΙΦΟΡΟΥ ΤΟΥΡΙΣΜΟΥ

Με τη συμμετοχή 10 κρατικών Υπηρεσιών, 14 Τοπικών Αρχών και 27 άλλων φορέων

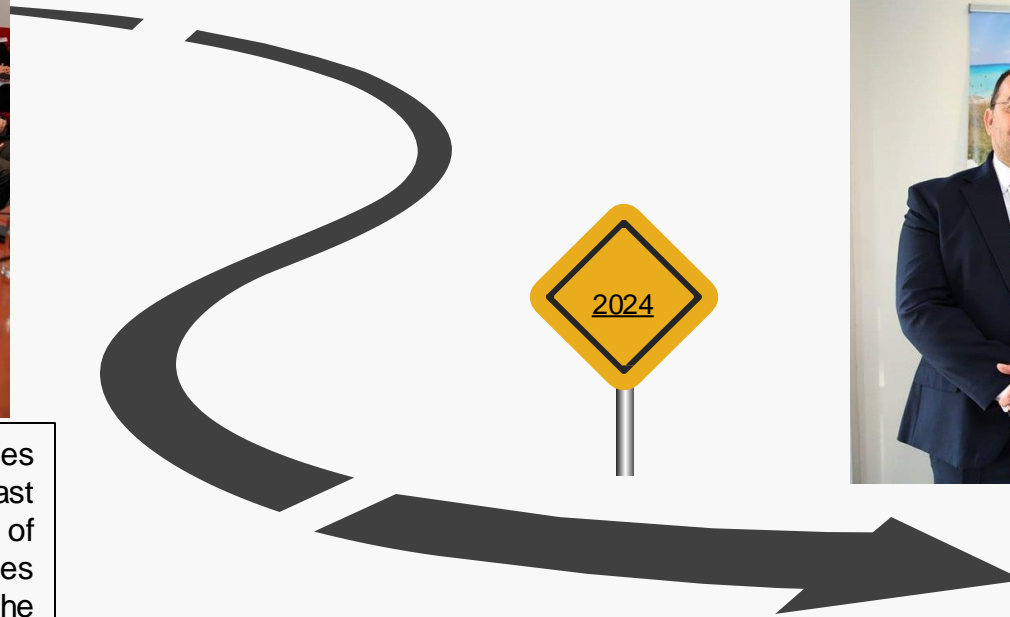


# 2nd Pancyprrian Climate Change Conference: Tourism in the era of climate change: Challenges and innovative approaches

University of Nicosia

Thursday 5.12.2024

Co-organized by the Deputy Ministry of Tourism, the  
Office of the Commissioner for the Environment and  
Animal Welfare & CSTI



Special thanks to the **speakers** for inspiring attendees with their presentations. Building on the success of last year's event, the conference highlighted the impact of climate change on the tourism industry and set priorities for the future. The conference was held under the **auspices of the President of the Republic of Cyprus.**



## #WasteFreeCyprus – River Awareness & Clean-up Campaign, Kalopanayiotis

CSTI & the “Keep our Sand and Sea Plastic Free, Destination Zero Plastic in Cyprus” project took action & contributed to the #WasteFreeCyprus initiative. Our impactful effort brought together 30 volunteers, including Hospitality and Tourism students from the University of Nicosia, who actively participated in the clean-up.

This campaign highlights the importance of collective action in promoting environmental sustainability and reducing plastic waste, while also fostering community engagement and environmental awareness.



The #WasteFreeCyprus initiative is a collaborative effort supported by the Ministry of Agriculture, Rural Development, and Environment, the Department of Environment, and the Office of the Commissioner for the Citizen.







**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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**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:



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YouTube: [Cyprus Sustainable Tourism Initiative](https://www.youtube.com/channel/UCyprus-sustainable-tourism-initiative)

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