

## GTPI annual reporting for supporting organizations

Please kindly provide an update on the progress made in the implementation of the GTPI commitments that your organization made upon joining. You can consult your commitments [here](#).

Supporting organizations have until **14<sup>th</sup> February 2025** to submit their reporting.

### Section 1: Reporting Information

1. Please indicate name of your organization ([mandatory](#))

Cyprus Sustainable Tourism Initiative (CSTI)

2. Do you have a webpage or report that addresses the progress you have made implementing your commitments to the GTPI? ([mandatory](#))

No       Yes

3. Please provide a link to the webpage or report:

<https://csti-cyprus.org/2020/09/csti-proud-signatory-of-the-global-tourism-plastic-initiative/>

4. Please specify the 12-month period covered by your report (by indicating the start and end month and year). The default reporting period should be January to December 2023. ([mandatory](#))

Reporting start date	Reporting end date
1/1/2023	31/12/2023

5. If you have provided a reporting period other than January to December 2023, please provide a reason. ([mandatory](#))

N/A

6. What is the annual revenue or budget of your organization in USD? ([mandatory](#))

US\$ 279,680

7. Please specify the metric provided in the previous question (i.e. annual revenue or budget) ([mandatory](#))

Annual Revenue

8. How many members/partners are affiliated with your organization? (mandatory)

156 & 172

9. Please specify the metric provided in the previous question: (mandatory)

Members of CSTI & Partners of the Keep our Sand and Sea Plastic Free Project

## Section 2: Encourage affiliated organizations and businesses or partners to join the Global Tourism Plastics Initiative

10. What actions did you implement to encourage your affiliated organizations and businesses or partners to join the GTPI? (mandatory)

We introduce GTPI to all our members and partners and we encourage them to join GTPI. To encourage our affiliated organizations, businesses, and partners to join the Global Tourism Plastics Initiative (GTPI), we lead by example through the Keep Our Sand and Sea Plastic Free (KOSSPF) project. This initiative actively raises awareness and drives action through stakeholder trainings, informational stands, live links, beach clean-ups, seminars, educational programs, school presentations, Plastic Free Beaches with water stations, distribution of reusable water bottles, upcycling workshops, competitions, and billboards.

Continuously evolving, the project introduced two new initiatives in 2023:

- **The Beachfluencer Initiative** – Aims to build a passionate network of volunteers, the 'KOSSPF Beachfluencers,' who maintain an active presence on our island's beaches. This initiative raises awareness about marine pollution, particularly plastic waste, and inspires individuals to take action.
- **The Bring Your Cup Initiative** – A digital rewards program that incentivizes users to bring reusable cups to their favorite coffee shops. This initiative reduces reliance on single-use cups, benefits store owners through cost savings and waste reduction, and ultimately supports environmental sustainability—a true win-win for all.

By taking continuous action, we not only demonstrate our commitment to sustainability but also inspire and empower our network to join GTPI. Alone, we can do little, but together, we can drive meaningful change.

11. To how many affiliated organizations and businesses or partners have you introduced GTPI? Please also provide here information on outreach approaches. (mandatory)

It is challenging to provide an exact number, as we continuously introduce the Global Tourism Plastics Initiative (GTPI) to a wide network of affiliated organizations, businesses,

and partners through various outreach approaches. We actively integrate GTPI into all our communications and promotional efforts, ensuring its presence across multiple platforms.

Our outreach methods include:

- **Presentations** – We highlight GTPI’s importance and benefits in every presentation we deliver, both locally and internationally.
- **Newsletters & Website** – GTPI is consistently featured in our newsletters and prominently displayed on our homepage to maximize visibility.
- **Social Media** – We leverage our social media platforms to promote GTPI, sharing its impact and encouraging participation.
- **Events & Engagements** – Through seminars, stakeholder meetings, beach clean-ups, and educational programs, we actively introduce GTPI and advocate for its adoption.

By maintaining a strong and continuous presence across multiple channels, we inspire and motivate our network to take action and become part of this global movement.

12. How many affiliated organizations and businesses or partners joined GTPI as a result of your actions? (mandatory)

While we do not have direct access to the list of GTPI signatories, we actively promote and encourage participation through our initiatives. By integrating GTPI into our communications, presentations, and outreach efforts, we have raised awareness among our affiliated organizations, businesses, and partners, inspiring them to take action. Although we cannot track exact numbers, our continuous advocacy has contributed to fostering a strong commitment to reducing plastic waste within the tourism sector. It is worth mentioning that most of our members and partners are hotels and some of them express their opinion that destinations, municipalities, authorities, etc. are the ones that should become signatories. They feel more comfortable with the certificates of sustainability that they have, which also address the plastic issue.

13. If upon joining the GTPI you set any additional targets (such as number of awareness raising activities or trainings implemented etc.), please indicate the target, the indicator, the percentage of completion, and any relevant quantitative results (optional)

We recognize the vital role of education in driving lasting change. As part of the Keep Our Sand and Sea Plastic Free project, we have set a new goal to exceed our original commitment by providing training to more than 5,000 students. Through this initiative, we aim to equip young minds with the knowledge and awareness needed to combat plastic pollution and promote sustainability.

### Section 3: Advise and guide affiliated organizations and businesses or partners to better manage plastics in their operations

14. What actions did you implement to advise and guide affiliated organizations and businesses or partners to better manage plastics in their operations through practices, criteria, standards and/or policies, and support them to implement their commitments to the GTPI (when applicable)? (mandatory)

To support affiliated organizations, businesses, and partners in better managing plastics within their operations and fulfilling their commitments to the Keep our Sand and Sea Plastic Free Project, we provided direct guidance and tailored recommendations.

Tourism businesses, primarily hotels partnering with our project, were required to complete a detailed questionnaire identifying the plastic items used in their operations. Based on their responses, we offered customized advice, recommending sustainable alternatives and best practices drawn from successful case studies in Cyprus and internationally.

Each partner had the flexibility to select the actions best suited to their business, ensuring practical and effective implementation. Through this approach, we empowered businesses to adopt meaningful plastic reduction strategies aligned with global sustainability standards.

We also share the knowledge we acquire from participating in international conferences such as BeMed.

15. How many partners, affiliated organizations and businesses or partners were guided to better manage plastics in their operations through practices, criteria, standards and/or policies, and supported to implement their commitments to the GTPI? (mandatory)

More than 200 project partners, affiliated organizations, and businesses were guided on better managing plastics in their operations. Through tailored recommendations based on best practices, criteria, and standards, we supported them in implementing sustainable solutions. By providing direct guidance, we helped these businesses take meaningful steps toward reducing plastic waste and improving sustainability within their operations.

16. If upon joining the GTPI you set any additional targets (e.g. number of awareness raising activities or trainings implemented etc.), please indicate the target, the indicator, the percentage of completion, and any relevant quantitative results (optional).

We actively participate in conferences and exhibitions organized by professional organizations and associations in the tourism industry, using these platforms to raise awareness about the negative impacts of single-use plastics and plastic pollution. Additionally, we willingly provide training to tourism enterprises, equipping them with the knowledge and best practices needed to reduce plastic waste and implement sustainable solutions within their operations. In 2023 we organized more than 10 such trainings.

**Section 4: Communicate successes to partners, affiliated organizations and businesses, travelers and key local stakeholders.**

17. Which channels did you use to communicate your successes or the successes of your members? Please tick as many options as apply: (mandatory)

- Social media
- Newsletters
- Website
- Events
- Case studies
- None

18. Please provide more details on actions undertaken. If you answered 'None' in the previous question, please also provide a reason. (mandatory)

**Social Media:** We actively use social media to promote our initiatives, raise awareness about plastic reduction, and engage with our community. Our outreach includes regular updates, success stories, best practices, and calls to action encouraging businesses and individuals to adopt sustainable practices. Below is an overview of our social media activity across different platforms:

- Facebook
- CSTI: 63 posts
- KOSSPF: 64 posts
- Instagram
- CSTI: 46 posts
- KOSSPF: 31 posts
- LinkedIn
- CSTI: 23 posts

Through these platforms, we continuously share valuable content to inspire action, educate our audience, and support our commitment to sustainability.

**Newsletters:** We actively communicate our sustainability efforts through newsletters, ensuring that our stakeholders stay informed and engaged. In 2023, we published two newsletters featuring updates on our initiatives, success stories, best practices, and guidance on reducing plastic waste. These newsletters serve as an important tool to promote the Global Tourism Plastics Initiative (GTPI) and encourage affiliated organizations, businesses, and partners to take action.

**Website:** We continuously update both the CSTI and KOSSPF websites to reflect our latest actions, initiatives, and progress in tackling plastic waste. This includes sharing news on ongoing projects, highlighting success stories, providing educational resources, and showcasing best practices. We also use our websites to promote the Global Tourism Plastics Initiative (GTPI), encourage stakeholder engagement, and offer guidance to businesses and partners on sustainable plastic management. By keeping our online platforms current and informative, we ensure transparency and inspire more organizations to take action.

**Events & Actions Undertaken:**

We actively participate in and organize various events, initiatives, and awareness campaigns to promote sustainability and reduce plastic waste. Below is an overview of our key actions:

### **Major Events & Participation**

**Stands at Key Events:** Cyprus Bar Show 2023, Limassol Marathon, 2 Annual Conferences organized by the hotel owners' associations, 2 TUI Supplier Fairs, Watermelon Festival 2023

**Launch/Inauguration Events:** KOSSPF Expansion Launch featuring upcycled materials and sustainable alternatives display, Inauguration of the 'Plastic Free Beach' Concept with upcycled artwork & Launch of 4 Plastic Free Beaches

**Presentations & Workshops:** Numerous presentations, including TEPAK's workshop on Endocrine Disruptors (EDCs) and their effects on human health and ecosystems. The workshop led to the creation of the 1st Cyprus Declaration on Endocrine Disruptors.

### **Pancyprian Conference: "Is Climate Change a Threat to Tourism?"**

Organized as a paperless, plastic-free, and zero-waste event

Sustainable measures implemented:

Electronic invitations and registration

Recycling bins placed throughout the venue

Water refill station provided

Reusable water bottles gifted—washed, filled, and ready for use

Plastic-free food services using local products; leftover food donated to charities

Use of Cypriot trees for decoration, later planted for environmental impact

### **New Initiatives**

**Beachfluencer Initiative:** Featuring a Beachfluencer Ambassador and an islandwide World Oceans Day Competition

**Bring Your Cup Initiative:** Encouraging reusable cup usage with a rewards-based application

### **Awareness & Community Engagement**

4 New Plastic Free Beaches featuring upcycled artworks (2 sponsored by the Plastic Waste Free Islands project)

4 Live Links raising awareness about plastic pollution

Release of Plastic Free Beach Animation Video to educate the public

News Coverage to expand outreach

### **Hands-On Actions & Educational Efforts:**

18 Beach Clean-ups involving volunteers and local stakeholders

Educational Programs & School Presentations to inspire the next generation

3 Seminars on Sustainable Tourism which also addressed the reduction of single use plastic

Empowering the "Plastic-Free Beach" concept through billboards and reusable bottle distribution

5 Upcycling Workshops promoting creative waste repurposing

**Through these diverse efforts, we continue to drive real change, raise awareness, and inspire businesses and individuals to take action for a more sustainable future with less plastic.**

## Section 5: Third-party verification

19. Do you have a verification/assurance status that applies to your reported data? (mandatory)

- No                       Yes

20. Please indicate the verification/assurance status that applies to your reported data (select option that applies): (mandatory)

- Plans to introduce third-party verification or assurance  
 Third-party verification or assurance process in place for some reported data  
 Third-party verification or assurance process in place for all reported data  
 No plans to introduce third-party verification or assurance

21. Please provide further details on the verification/assurance status (current and/or planned) that applies to your reported data. If relevant, please provide the name of the third-party organization who has performed or will perform the verification exercise and the timeline against which this will be completed. If you have indicated that only some of the data reported has been verified or assured, please give details of which data falls within scope. (mandatory)

At this stage, we do not have plans to introduce third-party verification or assurance, as our GTPI commitment did not include measurable targets. However, we remain committed to transparency and continuous improvement in our efforts to reduce plastic waste. We actively monitor our initiatives and engage with partners to track progress and share best practices, ensuring that our actions align with the objectives of the Global Tourism Plastics Initiative.