





6 Village Routes - 'Discover the Real Cyprus – A Self Drive Tour to Create Your Own Adventure'

#### Discover the Real Cyprus



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







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

#### **Cyprus Breakfast**



2014-





**Waste Mapping** 

2013present

**Minimum** Sustainable **Standards** (MSS)

<u> 2014</u>



2015

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

**Cyprus won the Silver Award as the "Best Destination for Responsible Tourism" at the WTM** 

for the Minimum Sustainable Standards (MSS)



## A 5-year Memorandum of Understanding (MOU) signed with the University of Nicosia

UNIVERSITY of NICOSIA







BEYOND PLASTIC MED

'Keep Our Sand and Sea Plastic Free'

Project launched –
An initiative of
TUI Care Foundation
Delivered by
Travel Foundation in
partnership with CSTI



2019-

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









### **♦ SUSTAINABLE FUTURE ♦**

"in every crisis there is an opportunity"



2006-

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







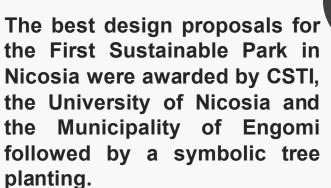






'Keep Our Sand And Sea Plastic Free' Project launched - The First Plastic Free Beach & unveiled the CALYPSO artwork – a turtle made from waste – to raise awareness at Ayia Triada Beach, Cyprus.











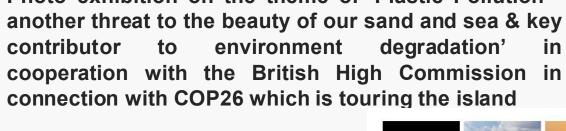


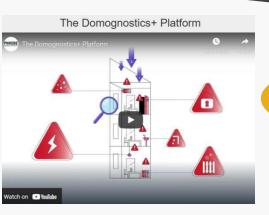
An open-ended Memorandum of Understanding (MOU) signed with the CMMI Cyprus Marine and Maritime Institute.



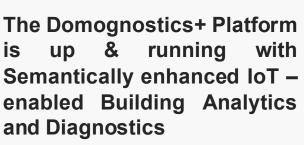


Photo exhibition on the theme of 'Plastic Pollution environment degradation'





<u> 2019-</u>



The Consortium: PHOEBE Research & Innovation

- KIOS CoE
- **CSTI**



























The IUCN Plastic Waste-Free Islands Med Project (PWFI) in Cyprus was wrapped up successfully by CSTI in Collaboration with Together Cyprus

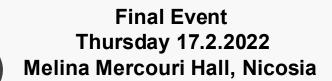


2022

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







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!



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.

Moderated Panel Discussion: 'Destination Zero Plastic Waste: can Cyprus Tourism lead the way?'



**Upcycling Display** 



## World Tourism Day Celebration: Rethinking Tourism Tuesday 27.9.2022 Larnaka

Καλωσορίσατε στην εορταστική εκδήλωση για την Παγκόσμια Ημέρα Τουρισμού 2022 με θέμα:

"Επανεξετάζοντας τον Τουρισμό"

\* "Συπρασολοίνως 
ΔΕ ΕUROBANK 

Σητος

ΚΑΛΟΗΜΕΡΙΝΗ

Τουπηρασία στομουμού:

\* "ΚΑΘΗΜΕΡΙΝΗ

Τουπηρασία στομουμού:

\* "Αντομοπολοίνως 
Σητος 
ΚΑΘΗΜΕΡΙΝΗ

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Τουπηρασία στομουμού:

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ΚΑΘΗΜΕΡΙΝΗ

Τουπηρασία στομούς 
ΚΑΘΗΜΕΡΙΝΗ

Τουπολικό 
ΚΑΘΗΜΕΡΙΝΗ

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Τουπολικό 
ΚΑΘΗΜΕΡΙΝΗ

ΚΑΘΗΜΕ

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.















# 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.

























## 2022 WTM World Responsible Tourism Awards London Monday 7.11.2022







**Silver Award** for the <u>Keep our Sand and Sea Plastic Free</u>, <u>Destination Zero Plastic in Cyprus</u>. <u>TUI Care Foundation</u> 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 <u>Cyprus Sustainable Tourism Initiative (CSTI)</u> & <u>the Travel Foundation</u> represented respectively by Philippos Drousiotis & Katie James. The Cyprus Deputy Ministry of Tourism that supports the project was represented by Vakis Loizides.







New **High Tech Projects** 

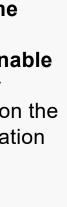




The SIEQUA-CERT 'Real-time monitoring and actionable decision support for Sustainable **Indoor Environment Quality** Certification' project started on the 1/1/2023 with a 24-month duration & kick-off meeting on Monday 6/2/2023 in Nicosia.

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**



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





## The Beachfluencer New Initiative Launched March 2023:

Bffuencer

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!





as well!



Join us &/or Sponsor us!
The Solution is in Our Hands!



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















1st with Branding by CEF





**Award Ceremony** 





Awareness raising artwork







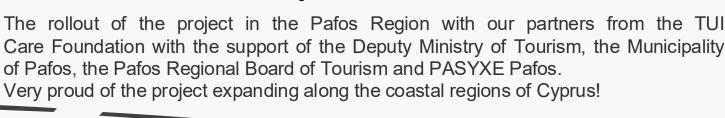
Speakers of the day



Beach Clean-Up

#### **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.









Display of Upcycling & Alternatives to plastic







Panel Discussion: The role of tourism in plastic reduction









Launch Event Speakers









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





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









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.





# 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!

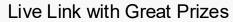


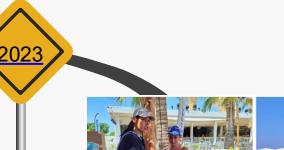


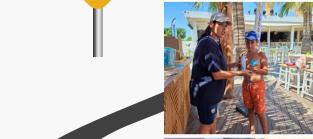
#### Live Link Saturday 12.08.2023 Ammos Beach Bar, Larnaca

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















Cigarette Butts were collected & Plastic Free Beach Reusable Water Bottles were given as a reward



Upcycling Workshop for the youngsters





#### **Cyprus Environment Foundation (CEF) Grants**



#### **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' app was created by <u>EUROCY</u> <u>Innovations Ltd</u> for the 'Keep our Sand and Sea Plastic Free' Project with a grant from the <u>Cyprus Environment Foundation</u> (CEF). 'Bring Your Cup' is an idea of the "<u>Keep Our Sand and Sea Plastic Free</u>" Project, which is an initiative of the TUI Care Foundation in partnership with the Cyprus Sustainable Tourism Initiative (CSTI).

"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 <u>bringyourcup.org</u>.

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!







#### **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















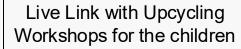
Award Ceremony





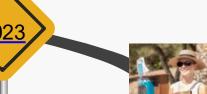


Artwork Harmony is raising awareness & 100 Plastic Free **Beach Reusable Water Bottles** were handed out









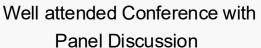




# Pancyprian Conference: Is Climate Change a threat to Tourism? Filoxenia Conference Center, Nicosia Thursday 19.10.2023 Organized by the Deputy Ministry of Tourism & CSTI



















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

Sustainable Actions taken for the Conference 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



Chairman presenting CSTI at the Meeting



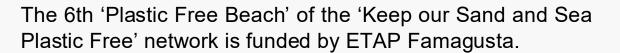
- Aristotelio Panepistimio Thessalonikis
- The Cyprus Institute
- Potsdam-Institut f
   ür Klimafolgenforschung (PIK)
- Finres SAS
- Stichtung Vu
- The Agricultural Research Organisation of Israel –
   The Volcani Centre
- Université Mohammed V de Rabat
- CSTI



More Meeting Info Here



#### **Award Ceremony & Launch of** Ayia Thekla Plastic Free Beach, Sotira, Famagusta **Sunday 17.12.2023**

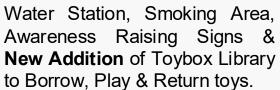










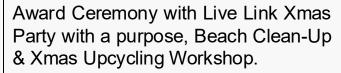




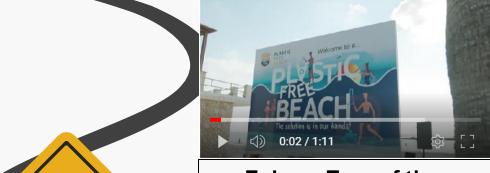












**Enjoy a Tour of the 6th Plastic Free Beach!** 







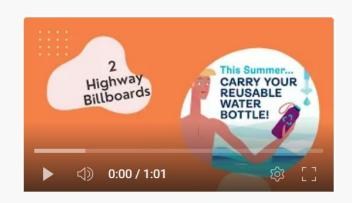
# CSTI 16th Annual General Meeting (AGM) Hybrid - University of Nicosia / Microsoft Teams Wednesday 10.1.2024

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!



















#### **1st International Creative Event** "Let's create an SDGs heritage - SDG Cultheritage" **Lefkara Conference Center** Thursday 04.04.24



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



















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













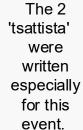






**Traditional Dance Performance** 



















**Award Ceremony** 









# 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.



'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.









**Award Ceremony** 



#### 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.















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













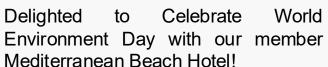








**Excited** mark the World to Environment Day with our dedicated member Alion Beach Hotel their Annual Beach Cleaning Day!









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

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











#### **World Oceans Day Saturday 8.6.24** 2 Beach Clean-up Awareness Actions in Limassol & in Pafos







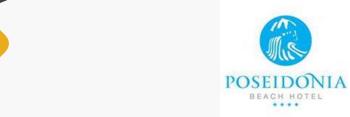
Thrilled to Celebrate World Oceans

Day with our New Members Leonardo

Plaza Cypria Maris Beach & Leonardo



LEONARDO Hotels & Resorts











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



Cypria Bay!





# 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!









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!





#### Live Link Sunday 11.08.2024 Sodap Plastic Free Beach, Pafos

Another Successful Summer Party
with a Purpose:

Raising Awareness About Plastic Pollution.















CYPRUS SUSTAINABLE

**TOURISM** 

**INITIATIVE** 

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



Pediaios: A River, A Vision of Sustainability Through 84 unique initiatives, we highlighted the beauty and value of the Pediaios 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: Pediaios can and should remain a reference point for Cyprus!







**Closing Ceremony** 







**Upcycling Workshops** 



29 OKTΩBPIOY - 3 NOEMBPIOY 2024





Four new water stations installed!

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









New **Projects** 



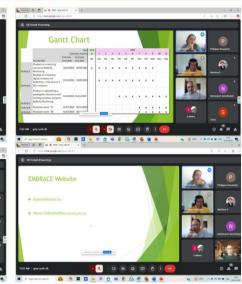
The CultMed: Sustainable Cultural Tourism on the Mediterranean project started on the 01/10/2024 with a 36-month duration & kick-off meeting on Monday 11/11/2024 in Nicosia.

#### **Partners:**

- Aspon Consulting Ltd, Cyprus
- Research Innovation and Development Lab Privat, Greece
- Heraklion Development Agency, Greece
- E.M Associazione A.R.C.E.S, Italy
- Gestion Estrategica E Innovacion, Spain
- E&D Knowledge Consulting LDA, Portugal
- CSTI, Cyprus







The EMBRACE: Empowering Skills for Butterfly Monitoring to Enable Resilience to Climate Change project started on 01/12/2024 with a 12-month duration & online kick-off meeting on Thursday 30/01/2025. .

#### Partnership:

- Open University of Cyprus
- CYENS Center of Excellence, Cyprus
- Cyprus Sustainable Tourism Initiative (CSTI)
- University of Ioannina, Greece





2nd Pancyprian Climate Change Conference:
 Tourism in the era of climate change:
 Challenges and innovative approaches
 University of Nicosia
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**.





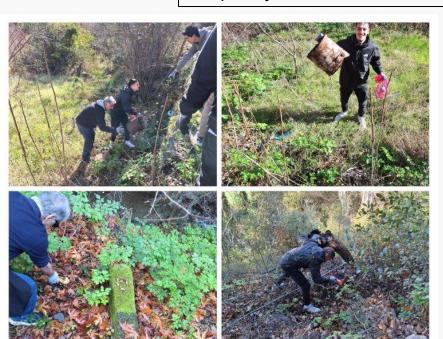






#### #WasteFreeCyprus - River Awareness & Clean-up Campaign, Kalopanayiotis

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.











#### 2024 Highlights & 2025 Resolutions

2024

- **2024 Highlights:** A year of impact, collaboration, and progress!
- √ Key achievements & milestones
- ✓ Strong partnerships & community engagement
- ✓ Advancing sustainability in tourism





- **2025 Resolutions:** Building on our success for an even brighter future!
- ✓ Strengthening our initiatives & expanding our reach
- ✓ Driving innovation & sustainability efforts
- ✓ Continuing to make a positive difference Together, let's make 2025 a year of growth and lasting impact! ♥ ♣





#### **Cyprus Environment Foundation (CEF) Grants**



A heartfelt thank you <u>CEF</u> for these grants, empowering us to drive meaningful change. Your trust fuels our mission for a more sustainable future!

#### **Grant # 5 Empowering the Bring Your Cup Initiative**

18-month duration starting 1/6/24





Be Part of the Change... Bring your Cup, Make a Difference!

Sign Up Here

#### **Grant # 6 Empowering Plastic Free Beaches in Cyprus project**

12-month duration starting 1/1/25



We're expanding stay tuned!

#### **Grant #7 Schools for Change: Leading the Plastic Free Movement** project

12-month duration starting 1/9/25







#### The "Keep Our Sand and Sea Plastic Free" Project in Action! 💪 ち Bringing environmental education to life in the capital:







In the classroom – raising awareness on plastic pollution

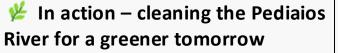




























Global Spotlight on the Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus Project, an initiative by TUI Care Foundation & the Cyprus Sustainable Tourism Initiative (CSTI).





### Visit # 1 - Ammos Tou Kambouri Plastic Free Beach - the 8th in the network







The press became Beachfluencers for the day with our reusable bottles & caps!

#### **TUI Care Foundation Press Trip**

Visit # 3 - Agia Triada Plastic Free Beach the 1st in the network was relaunched with new branding



## Visit # 4 – Loop Coffee Shop – a valued project partner





Introducing "Bring Your Cup"!
The press received reusable mugs as part of our sustainability initiative.

#### Visit # 2 - Alion Beach Hotel







A proud project partner & a leader in reducing single-use plastic consumption.



2025







A key project partner hosting sustainable, plastic-free events as well as upcycling workshops.





#### New video Release

Discover how PREVENT is revolutionizing climate predictions to build resilience, empower decision-making, and drive sustainable growth across the Mediterranean.

## PREVENT - Seasonal Decadal Forecast of Extremes in the Mediterranean



#### **PREVENT Impact Sectors:**

- Tourism
- Agriculture
- Human Health Insurance
- Water Resources
- Forest Fires Ecosystems



#### **New Project Retour**











#### **Full Project Title:**

Building Resilient SMEs in the Tourism Industry "ReTour"

**Duration:** 30 months

#### **Project Partners:**

- The National Technical University of Athens (NTUA), Greece
- Stratigon Finance Private Company, Greece
- University of Nicosia Research Foundation, Cyprus
- · Jordan University of Science and Technology (JUST), Jordan
- · SPECTO, Jordan
- Tarsus Ticaret Borsası, Turkey
- · Cyprus Sustainable Tourism Initiative, Cyprus
- Promimpresa Società Benefit s.r.l., Italy
- Université La Sagesse, Lebanon





Sustainable Cultural Tourism on the Mediterranean

#### The 3 National Focus Groups for Cyprus were held in person!



1st National Focus Group at the Lordos Beach Hotel & Spa in Larnaca











2nd National Focus Group at the Hadjigiorkis Flourmill Museum in Frenaros village



3<sup>rd</sup> Focus Group - Cyprus

02.05.2025



#### **Study Trip to Bordeaux for CultMed Project** Monday 28.04.2025 - Thursday 01.05.2025













Bassins de Lumieres







La Cité du Vin























# Join the buzz! Bring Your Cup Live Link with Klik FM at the University of Nicosia

#### SUSTAINABILITY STARTS WITH YOU



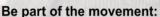












- ✓ Discover Bring Your Cup
- Enjoy giveaways & sustainable rewards
- ✓ Your daily habits can make a real impact
- Meet local businesses supporting the initiative









Bring Your Cup took center stage spreading the message of sustainability and the fight against single-use waste.



Supported by





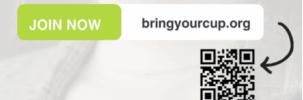






















With record attendance from the TUI Care Foundation and active student participation - including a beach clean-up - the event was truly special!









#### **Launch & Award Ceremony Of Coral Bay Plastic Free Beach, Municipality of Akamas** Friday 09.05.2025

1st 'Plastic Free Beach' of Akamas 9th by the 'Keep our Sand and Sea Plastic Free' project





This artwork was created for the "Keep our Sand and Sea Plastic Free" Project by Art Walk, an artistic SME partnering with the initiative to raise awareness through upcycled art installations.

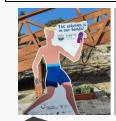








The facilities implemented include a water station providing free, cold and filtered water, a smoking area, a toy library and also informative signs.





















Supported by



BEYOND PLASTIC MED

## BeMed Community Day in Cyprus: United Against Plastic Pollution! Lordos Beach Hotel, Larnaca & Ammos tou Kambouri Plastic Free Beach, Agia Napa Wednesday & Thursday 14-15.05.2025



Day 1





BeMed laureates & Med Experts in Cyprus
Reconnect | Strengthen collaboration | Spark new synergies
United against plastic pollution in our Mediterranean



Sharing Knowledge & Inspiring Action
Best practices | Sustainable solutions | Marine protection
Celebrating passion, dedication & collective impact











Day 2









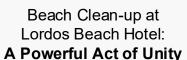
Participants explored the Plastic Free Beach concept



Celebrating 10 Years of BeMed



Visit to Ammos tou Kambouri
Plastic Free Beach inspired
guests & showcased strong local
stakeholder engagement.
This Plastic Free Beach was made
possible with the support of Agia
Napa Municipality & funding from
BeMed.









Partnered with Parklane Resort & Spa, taking impactful action toward a greener tomorrow.









their annual clean-up, making strides toward cleaner coasts.

#### **World Environment Day Thursday 5.6.25 6 Beach Clean-up Awareness Actions** Ayia Napa, Protaras, Larnaka & Limassol







Celebrated with Alion Beach Hotel. working together for healthier beaches.



Stood with St Raphael Resort small steps creating big impact for our coasts and planet.





Partnered with Lordos and Golden Bay **Beach Hotels -** united for cleaner, greener coasts.





Joined **Sunprime Protaras** Beach. protecting our shores and environment.

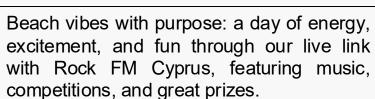




## Live Link Saturday 26.07.2025 Coral Bay Plastic Free Beach, Pafos

SAND SEA STIC FOR

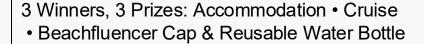
Another Successful Summer Party with a Purpose: Raising Awareness About Plastic Pollution.





Enthusiastic beachgoers traded litter for reusable water bottles — turning clean-ups into impact.









A vibrant day at Mackenzie Beach with competitions, prizes, and live music by Love FM — a resounding success.!



### Live Link Saturday 09.08.2025 Mackenzie Beach, Larnaka

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











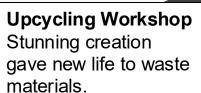






In under two hours, 20+ kg of waste was cleared from the beach. Volunteers received reusable bottles - a meaningful step toward a plastic-free future.

3 Prizes, 3 Smiles: Accommodation • Home Water Filter • Meal Voucher







Proud member of the Pancyprian Volunteerism Coordinative Council:







### 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: <u>info@csti-cyprus.org</u>

Website: <u>www.csti-cyprus.org</u>

Facebook: Cyprus Sustainable Tourism Initiative

Instagram: <u>cysustainabletourisminitiative</u>

LinkedIn: Cyprus Sustainable Tourism Initiative

YouTube: Cyprus Sustainable Tourism Initiative

X: <u>CSTI @CySustTourism</u>

Hashtag: #LeadingSustainableTourisminCyprus