

# **Cyprus Sustainable Tourism Initiative (CSTI)**

## **17<sup>th</sup> Annual General Meeting**

### **25 September 2025**



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

# THE BOARD MEMBERS of The Cyprus Sustainable Tourism Initiative (CSTI)



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Philippos Drousiotis  
(Executive Chairman)



Dr Gregoris  
Demetriou  
(Board Member &  
Secretary/Treasurer)



John G. C. Wood  
(Board Member)



Costas Michael  
(Board Member)



Tasos Shakallis  
(Board Member)



Ioanna M. Ioannou  
(Board Member)



Koulitsa Demetriou  
(Board Member)



Antje Papageorgiou  
(Board Member)



Yianna Orphanidou  
(Board Member)



Nikolaos Hadjicosteas  
(Board Member)



Philaktis Lazarou  
(Board Member)



George Efthymiou  
(Board Member)

**Welcome you to CSTI's 17<sup>th</sup> AGM!**

# Happy Mediterranean Coast Day!



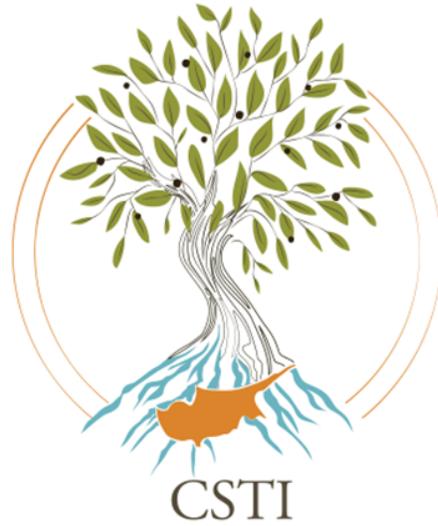
"Together, we must act with responsibility to spark solutions, raise awareness, and drive lasting action that safeguards coastal resilience for generations to come."



# CYPRUS SUSTAINABLE TOURISM INITIATIVE



Chairman's Message



# CYPRUS SUSTAINABLE TOURISM INITIATIVE

**Highlights of CSTI'S  
Actions & Projects  
since the last AGM**

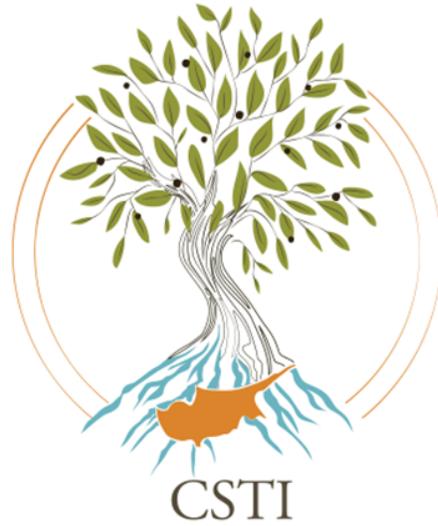
# CSTI Highlights 2024



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Cyprus





# CYPRUS SUSTAINABLE TOURISM INITIATIVE

**CSTI**

**2025**

**Highlights**

**19<sup>th</sup> Year of Action**

## "New Year Resolutions" Wednesday 01.01.2025

### Kicking Off the **New Year with Sustainable Resolutions**



Suggestions for meaningful change:

-  **Eat Less** – mindful portions mean less waste.
-  **Use Less Plastic** – protect our health & oceans.
-  **Carpool More** – fewer cars, cleaner air.
-  **Shower Shorter** – every drop counts.
-  **Go Paperless** – trees belong in forests, not bins.
-  **Eat More Vegetables** – good for you, and the planet.
-  **Shop smarter** – buy less, choose well.
-  **Walk or Bike More** – reduce emissions and boost your mood.
-  **Turn Off the Lights** – save energy, even when it's small.
-  **Bring Your Cup** – skip the single-use waste.

*Encouraging a greener, cleaner, and more sustainable 2025.*  

**Cutting of Vasilopitta  
'3 και ο Κούκος' Tavern  
Thursday 23.01.2025**



 **CSTI Welcomes 2025**

Board Members and the team gathered for a special dinner and the traditional cutting of the Vasilopitta, symbolizing good fortune and prosperity.

 A joyful occasion to reflect on achievements, strengthen bonds, and embrace new opportunities ahead!



**Empowering the Next Generation**



## Keep our Sand and Sea Plastic Free Presentation American Academy Nicosia Thursday 16.01.2025



### Keep Our Sand & Sea Plastic Free @ American Academy Nicosia ✨

 Inspiring student engagement against plastic pollution

 Shared animations, videos & key initiatives:

- Bring Your Cup
- Plastic Free Beach
- Beachfluencer
- 💧 Highlighted new public water stations near the school
- 🙌 Thanks to The American Academy Nicosia for the warm welcome!

*Together for a cleaner, greener future!*   



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## Clean-up & Water Station Inauguration Pediaios Linear Park, Nicosia Friday 31.01.2025



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### Inauguration of Nicosia's Sustainable Water Station

Marking a new era of sustainability at the Pediaios River, the station provides **free, chilled, and filtered water** to the public, with **four dispensers installed** to reduce single-use plastics as part of the 1st Sustainable Pediaios River Festival.

#### Event Highlights:

- **Clean-Up Activity:** Students from The American Academy Nicosia, CSTI, and the Keep Our Sand and Sea Plastic Free Project collected **25 kg of waste in under 30 minutes** 🗑️ 🙌
- **Community Engagement:** Executive Chairman **Philippos Drousiotis** thanked stakeholders and **ExxonMobil Cyprus**, while Mayor **Charalambos Prountzos** emphasized the initiative's role in reducing plastic pollution 🌍 ✨



## TLC -The Learning Center Peyia, Paphos Monday 10.02.2025



### Inspiring the Next Generation

#### Key Topics Covered

- **Sustainability** in everyday life
- **Responsible tourism** practices
- The importance of **environmental protection**

#### Impact on Students

- Encouraged **critical thinking**
- Motivated action toward a **greener future** 



## Beach Cleanup with TLC Secondary Peyia, Paphos Tuesday 18.03.2025



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*Empowering Students to Protect Our Coastline* 🌊 🙌

### 🙌 Hands-On Environmental Action

- Students from **TLC Secondary, Peyia** participated in a beach cleanup
- Equipped with **gloves, bags, and determination** to fight marine pollution 🚫
- Cleared litter, creating a safer, cleaner habitat for the **community and wildlife** 🐾 🐦

### 🌱 More Than Just Cleanup

- Promoted **environmental awareness** and **stewardship**
- Inspired a deep sense of **pride and ownership** among students
- A powerful reminder that **every small action** can spark **positive change** 🌿 🗑️ 🌊



Livadia Regional Gymnasium  
Livadia, Larnaka  
Tuesday 08.04.2025



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 **Educating for Impact: Tackling Plastic Pollution**  
with CSTI Senior Project Manager Panagiota Koutsofta

 **Raising Awareness Among Youth**

- Delivered an interactive session on **plastic pollution** 
- Highlighted the dangers of **single-use plastics**  
- Promoted **sustainable alternatives**  
- Empowered students to take **everyday action for the planet**  

 **From Awareness to Action**

- Sparked lively **student discussions** 
- Inspired **creative poster designs**  
- A powerful display of student **engagement and commitment** to environmental protection  

 **Education + Creativity = A Greener Future**  



**Petraki Kyprianou High School**  
**Larnaka**  
**Wednesday 30.04.2025**



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 **Raising Awareness Through Creativity**  
**Educational Outreach at the Local High School**

 **Empowering Youth with Environmental Knowledge**

An engaging session on:

-  The dangers of **plastic pollution**
-  The importance of **environmental responsibility**
-  Ways to reduce **single-use plastics**

 **Hands-On Upcycling Workshop**

Students participated in a creative, hands-on activity where they:

-  **Upcycled discarded materials** into decorative items
-  Reinforced sustainable habits through action
-  Gained practical tools for **eco-friendly living**

 *A powerful example of how education + creativity = positive action for the planet.*  

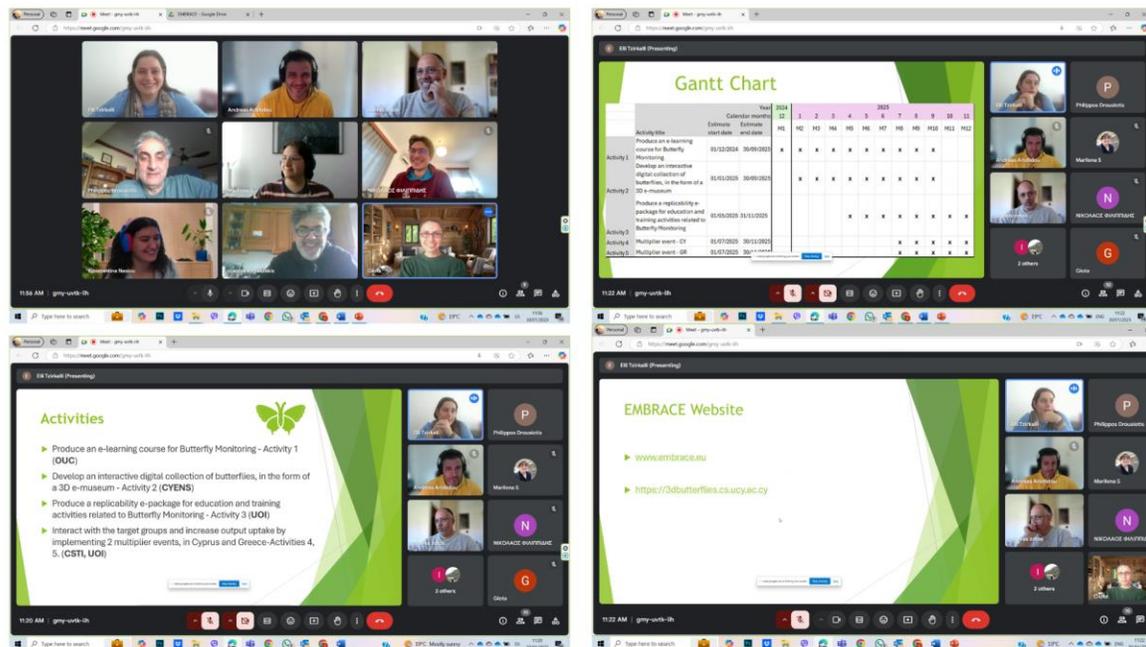


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## New Erasmus+ Project: 'EMBRACE' Online Kick-Off Meeting Thursday 30.01.2025



**Full Project Title: Empowering Skills for Butterfly Monitoring to Enable Resilience to Climate Change**

**Acronym: EMBRACE**

**Duration: 12 months (01 DEC24 – 30NOV25)**

### ✓ Key Objectives Achieved

- Alignment on project vision, deliverables, and timeline
- Clarification of partner roles and responsibilities
- Strengthened team cohesion and commitment to impact

### 🚀 Next Phase: Implementation

- Entering the execution phase with a shared vision
- Strong commitment and engagement from all partners

### 🧩 Project Partnership

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

### 🦋 Virtual Butterflies Exhibition

Funded by the European Union through the ERASMUS+ Key Action 2: Small-scale partnerships, Project Acronym: EMBRACE.



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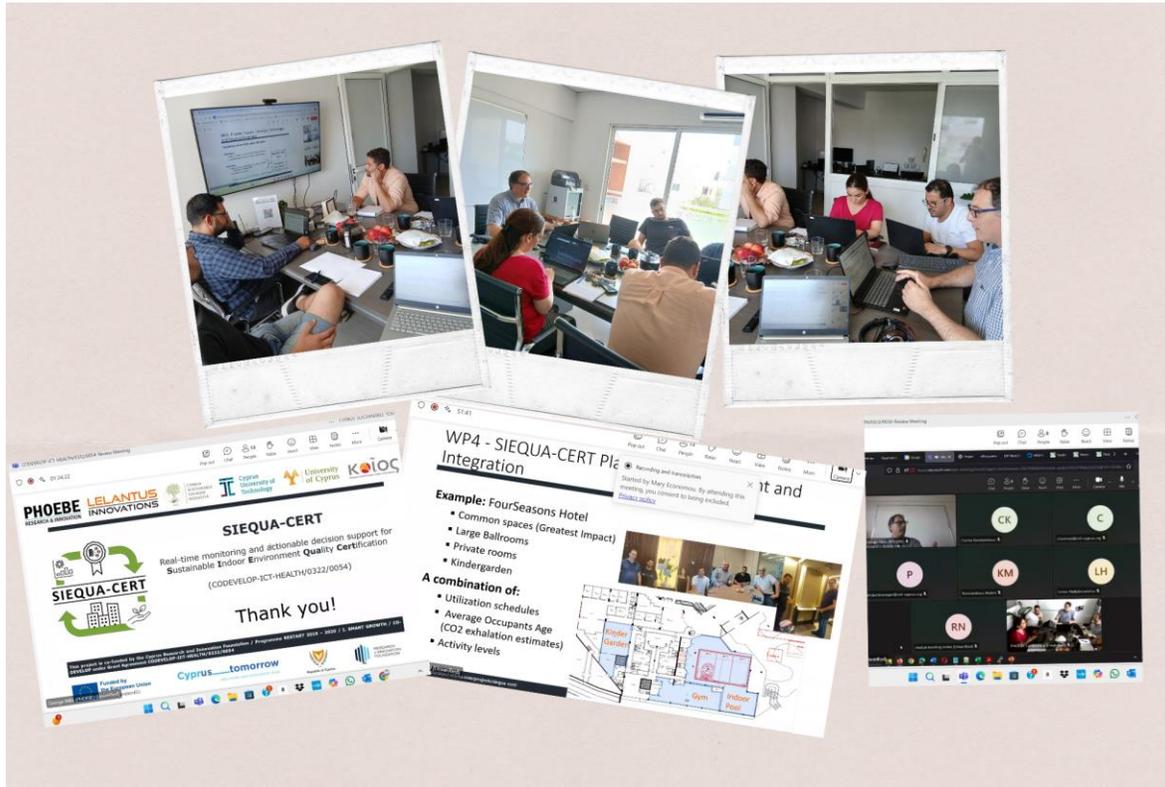


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## SIEQUA-CERT Final Evaluation PHOEBE Office & online Thursday 24.07.2025



### 🎯 Final Evaluation of SIEQUA-CERT Completed

- ✅ Advanced real-time indoor air quality monitoring
- 🏨 Pilots in 5-star hotels & office buildings
- 🔬 Secure diagnostics platform launched in Cyprus
- 📊 Energy prediction & sustainability indices developed
- 🧪 Air quality & heavy metal analysis conducted
- 🤝 Strong academia–health–industry collaboration
- 🌍 Expansion planned for Greece and beyond

**SIEQUA-CERT: Driving healthier, data-driven environments**



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IMPROVED PREDICTABILITY OF EXTREMES OVER THE MEDITERRANEAN FROM SEASONAL TO DECADEAL TIMESCALES



! PREVENT

## Prevent Project New Video Release: Seasonal and Decadal Forecast of Extremes in Mediterranean Friday 28.03.2025



### PREVENT impact sectors



### **PREVENT: Building a Climate-Resilient Mediterranean**

CSTI is proud to be a partner in **PREVENT: Improved Predictability of Extremes over the Mediterranean from Seasonal to Decadal Timescales**—a groundbreaking EU-funded Horizon project driving innovation in climate prediction.

 New video out now! Discover how **PREVENT** is revolutionizing climate predictions to build resilience, empower decision-making, and drive sustainable growth across the Mediterranean.  

 Watch, share & join the movement for a climate-resilient Mediterranean!

 *PREVENT: Advancing resilience. Bridging science and society.*

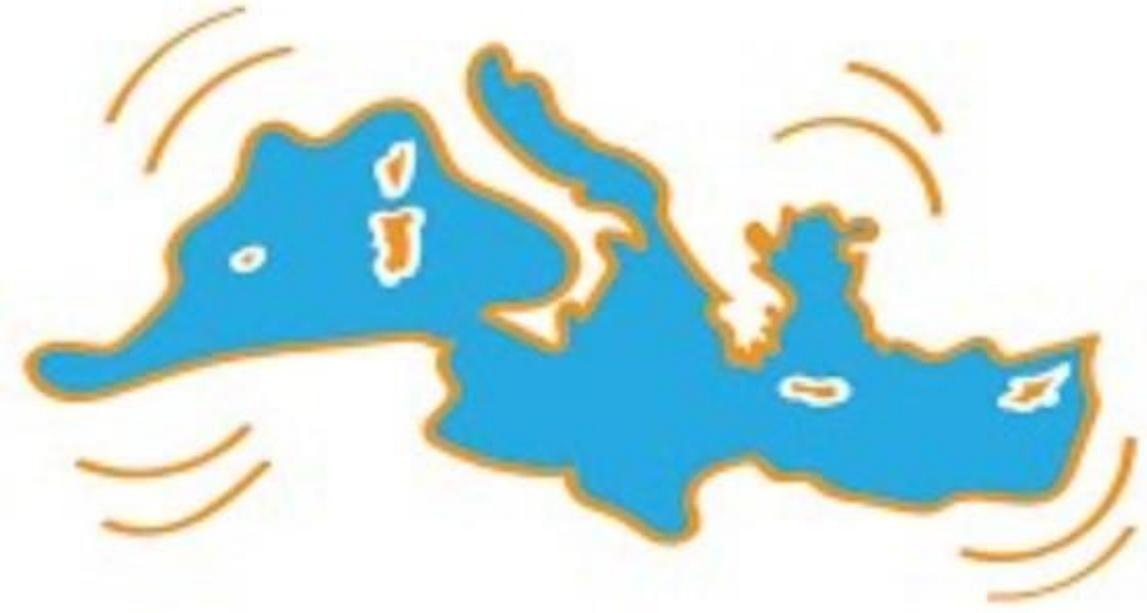


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### **PREVENT Impact Sectors:**

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

IMPROVED PREDICTABILITY OF EXTREMES OVER THE



MEDITERRANEAN FROM SEASONAL TO DECADEAL TIMESCALES

! PREVENT

## PREVENT 3rd Project Meeting Amsterdam Tuesday - Wednesday 17-18.06.2025



### Advancing Climate Prediction in the Mediterranean The PREVENT Project

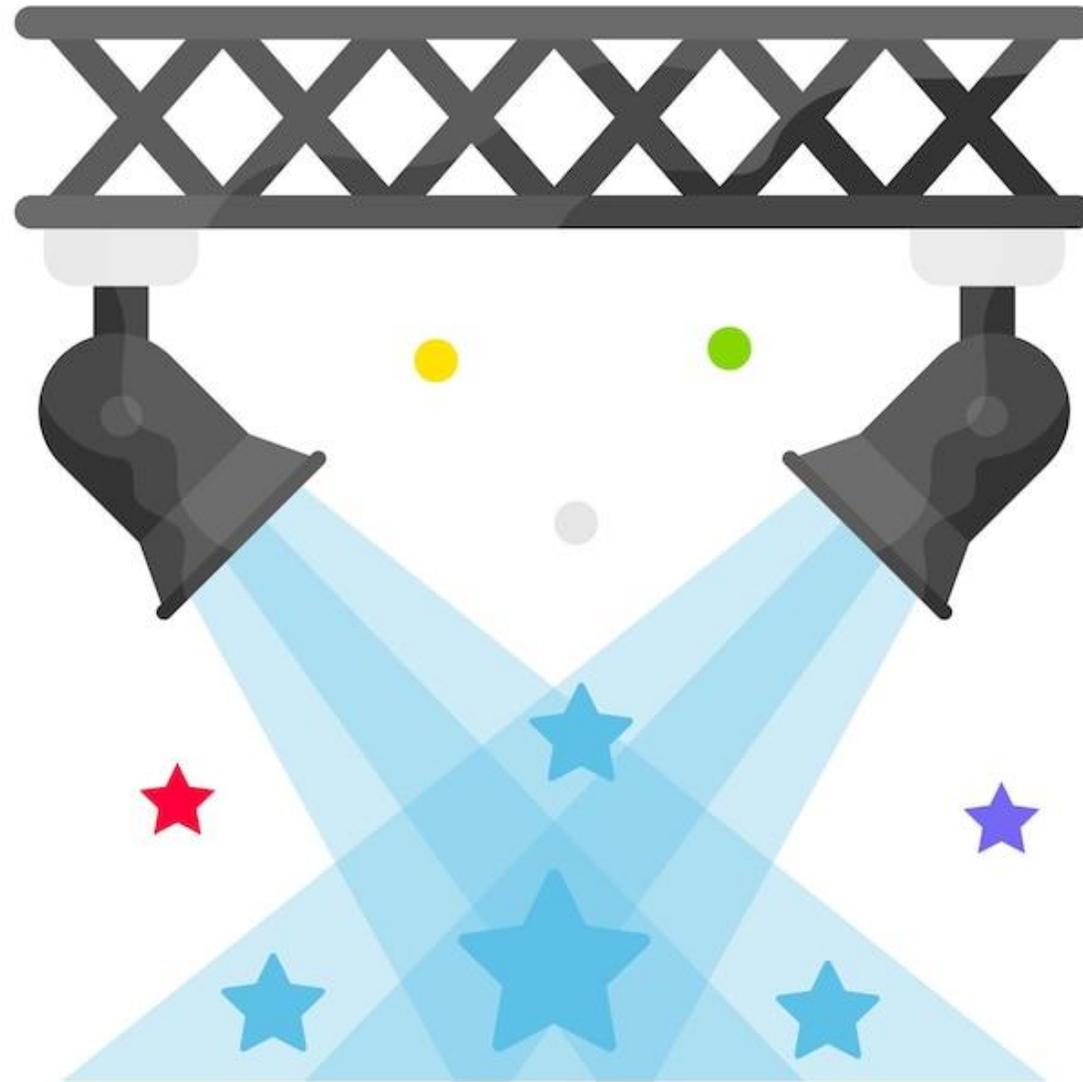
-  **3rd Project Meeting** – Vrije Universiteit Amsterdam
-  18 participants (in-person & virtual)
-  Progress review, results assessment, next steps

### **Work Package Highlights**

- Mapping climate extreme hotspots
- Developing regional climate indices
- AI-driven forecasting tools
- Decision-support systems
- Capacity building (workshops & summer school)

### **About PREVENT**

EU-funded Horizon project with 8 partners from 7 countries, advancing seasonal & decadal forecasting for Mediterranean climate extremes.



**In the Spotlight**



## Ammos tou Kambouri Plastic Free Beach Agia Napa Saturday 29.03.2025



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### 🇨🇵 A Strong Start to the Press Tour

*Spotlight on Sustainability at Ammos tou Kambouri* 🌐 ♻️

### 🇨🇵 Cyprus' 8th Plastic Free Beach

- A shining example of **community-driven environmental action**

### 📺 Press Tour Highlights

- 8 journalists from **7 European countries**
- Joined by the **TUI Care Foundation** team 🤝
- Firsthand experience of **collaboration in action** to reduce plastic pollution 🌍 💪

### 💡 Inspiring Change

Media engagement plays a vital role in spreading awareness and amplifying impact 🌱 🗑️



## Ammos tou Kambouri Plastic Free Beach Agia Napa Saturday 29.03.2025



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### **Journalists Experience Impact at Cyprus' Plastic Free Beach** *A Day of Exploration, Advocacy & Inspiration*



#### **Eco-Friendly Solutions in Action**

- Journalists explored **plastic reduction facilities**
- Inspired by the **strong network of local tourism stakeholders** 
- Saw firsthand how collaboration brings sustainability to life 

#### **From Observers to Beachfluencers**

- Each journalist proudly became a **Beachfluencer**
- Advocating for **clean coastlines** and **plastic-free seas** 

#### **Meaningful Beachfluencer Mementos given to the visitors:**

-  **Branded refillable water bottles**
-  **Stylish branded caps**

*Tokens of our shared commitment to  
Keep our Sand and Sea Plastic Free* 



## Alion Beach Hotel Visit Ayia Napa Saturday 29.03.2025



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### 🌟 Press Tour – Next Stop: Alion Beach Hotel ♻️

#### Key Highlights:

- Proud partner of *Keep Our Sand & Sea Plastic Free, Destination Zero Waste in Cyprus* project 🇨🇵
- Strong commitment to eliminating plastic pollution ❤️
- **Innovation Spotlight:** In-house bottling station – no more plastic bottles 🏆
- On a mission to become a completely **plastic-free hotel** 🌿

#### Collaboration Matters:

🤝 **With TUI Care Foundation & CSTI – driving real impact through tourism & sustainability**

#### Cultural Sustainability:

🍷 **Cyprus Breakfast Initiative** – showcasing authentic local flavors & sustainable gastronomy

👏 Special thanks to Operations Manager Pieros Giatrou & the Alion Beach Hotel team for their leadership & hospitality!





## Ayia Triada Plastic Free Beach Relaunch Paralimni - Deryneia Saturday 29.03.2025



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### Reintroducing Cyprus' First Plastic Free Beach

Ayia Triada — Where It All Began!  

#### As part of our Press Trip:

- Returned to Cyprus' very first **Plastic Free Beach** under the *Keep Our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus* project 
- Celebrated the official relaunch with the **Mayor of Paralimni–Deryneia**  
- Highlighted the success of Ayia Triada as a **model of partnership**:
  - **CSTI**
  - **TUI Care Foundation**
  - **Paralimni–Deryneia Municipality** 

*Together, we're shaping a cleaner, more sustainable coastline* 



## Ayia Triada Plastic Free Beach Relaunch Paralimni – Deryneia Saturday 29.03.2025



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### 🌍 **Voices of Leadership: Official Support for Sustainability** ✨

#### 👤 **Representing the Deputy Ministry of Tourism**

- *Vakis Loizides* emphasized:
  - ➡ Sustainability is key to positioning Cyprus as a **forward-thinking destination** ♻️

#### 🏠🗨️ **Famagusta Hotel Association**

- *Panayiotis Constantinou, Chairman:*
  - 🗣️ *“Tourism is the backbone of our local economy... Together, we can create a tourism industry that is not only successful but also sustainable and beneficial to future generations.”* 🌱👥

### ❤️ **Thank You**

- To all who joined us
- To the Generous Support & Hospitality of the Paralimni-Deryneia Municipality
- To our partner **TUI Care Foundation** for making *Destination Zero Waste in Cyprus* a reality 🌐🤝🔄



## Ayia Triada Plastic Free Beach Relaunch Paralimni - Deryneia Saturday 29.03.2025



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### Youth as Champions of Change

#### Student Creativity

- 3 passionate students from *Gymnasio Lykeio Eirinis & Eleftherias Sotiras*
- Mentored by 2 inspiring teachers
- Unveiled anti-plastic posters with the message:  
 “Enough is enough – no to garbage, no to plastic, save our seas and oceans.”  
- Voices of youth driving awareness for a **sustainable future** 

#### Sea Scouts in Action

- *112th Sea Scouts of Deryneia* led a **beach clean-up** 
- Hands-on stewardship to restore the coast
- Demonstrated their role as **guardians of nature** 



## The Loop Restaurant Visit Saturday 29.03.2025



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☕ Small Habits, Big Impact – A Stop at The Loop!

♻️ Another Famagusta Press Trip Highlight

### Key Points:

- *The Loop*, partner of **Keep Our Sand and Sea Plastic Free** 🌊
- Among the first to join our **“Bring Your Cup”** initiative:
  - Less plastic waste
  - Safer & cleaner options
  - Rewards & savings
- Journalists received reusable cups—a reminder that small actions create big change 💙

👏 *Special thanks to The Loop team for inspiring sustainable living and helping keep Cyprus clean, beautiful, and plastic-free.*



## Hadjigiorkis Flourmills Visit Saturday 29.03.2025



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### Sustainability in Action at Cyprus Millers by Hadjigiorkis

 We concluded our Press Trip with an inspiring visit to this family business where **tradition, innovation & sustainability thrive** 

 **Plastic-Free Commitment** → reusable bottles, cups with stainless steel straws, refill stations & plastic-free events

 **Sustainability as Investment** → environment, community & economic resilience

 **The Hadjigiorkis Mill Museum** → connecting past & future



## Hadjigiorkis Flourmills Visit Saturday 29.03.2025



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💡 **Engaging Communities for a Sustainable Future** 💡

📌 **Key Highlights:**

🎨 **Engaging the Next Generation** → creative upcycling workshops for children & youth by local artists

🏛️ **Honouring Heritage** → The Hadjigiorkis Mill Museum links past & future, showing that true progress values history

💙 **Gratitude** → to journalists, partners, CSTI Board & Team & local stakeholders — proving Cyprus leads in sustainable tourism & the fight against plastic pollution



## Old Simos Tavern Visit Saturday 29.03.2025



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### **Authentic Cypriot Hospitality** ✨

To conclude the day, our guests enjoyed a warm welcome at **Old Simos Tavern**, where tradition, culture, and sustainability came together in true Cypriot style. 🌿 💙

### **Thank You**

To the Generous Support & Hospitality of the Agia Napa Municipality Both at Ammos tou Kambouri Plastic Free Beach & at Old Simos Tavern



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## CSTI Executive Chairman on 'Προσωπικότητες' Capital TV Cyprus Wednesday 23.07.2025



 CSTI Featured on Capital TV Cyprus  
**Philippos Drousiotis** appeared as a guest on **Angelos Iacovides' TV show**, highlighting:

 The mission of the **Cyprus Sustainable Tourism Initiative (CSTI)**  
 **Key focus on:** *Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus & Greece project*

 Featured Guest Contributions:

- **Costas Michael**, Deputy Mayor of Frenaros
- **Vakis Loizides**, Deputy Ministry of Tourism
- **Antonia Theodosiou**, Commissioner for the Environment
- **Antje Papageorgiou**, CSTI Board Member
- **Panagiota Koutsofta**, CSTI Senior Project Manager

 A compelling broadcast promoting CSTI's impactful programs, stakeholder collaboration, and the regional push toward sustainable tourism.  



**CSTI on Alpha TV Cyprus,  
Ammos tou Kambouri Plastic Free Beach, Agia Napa  
Thursday 31.07.2025**



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-  **Speakers:**
- Philippos Drousiotis – Executive Chairman
  - Panagiota Koutsoufta – Senior Project Manager

-  **Media Coverage:**
- Featured on Alpha TV Cyprus

-  **Location:**
- Ammos tou Kambouri Plastic Free Beach

-  **Key Highlight:**
- Promotion of 9 Plastic Free Beaches in Cyprus

Together for a cleaner, sustainable coastline  



**ΠΑΝΑΓΙΩΤΑ ΚΟΥΤΣΟΦΤΑ**  
Συντονίστρια Έργου «Keep our Sand and Sea Plastic Free»

**NEWS**

**• 03/08**



## Other Actions

## Meeting with European Commissioner for Fisheries and Oceans Nicosia Thursday 13.02.2025



### Strategic Meeting with European Commissioner for Fisheries and Oceans – Costas Kadis 🐟

#### ✅ Key Discussion Topics

- Sustainable Fisheries Management
- Marine Conservation 🌊 🌿
- Future Collaboration Opportunities 🌍

#### 💬 Outcome Highlights

- Reinforced mutual priorities
- Opened new pathways for continued dialogue and joint initiatives

#### 🌐 Shared Goals

- Healthy Oceans
- Resilient Coastal Communities 🏠

## The 46th Cyprus Hotel Summit & HORECA Expo City of Dreams Mediterranean, Limassol Friday 21.02.2025



### CSTI at the 46th Cyprus Hotel Summit & HoReCa Expo *Organized by PASYXE – Cyprus Hotel Association*

#### Showcasing Sustainable Tourism

CSTI proudly participated in this leading industry event, engaging with hospitality professionals and presenting our work in promoting sustainable tourism across Cyprus and the Mediterranean.

At our information kiosk, we:

- Shared key initiatives
- Forged new connections
- Reinforced CSTI's commitment to sustainability in the tourism sector

#### Recognition from TUI Group

During his keynote, “*TUI in Cyprus – Shaping the Future Together*”, Stefan Baumert, Chief Commercial Officer Markets at TUI Group, highlighted CSTI's collaboration with the **TUI Care Foundation** through the **Keep Our Sand and Sea Plastic Free – Destination Zero Waste in Cyprus** project.

The project was praised for:

-  Measurable reductions in plastic waste
-  Protection of coastal environments





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## Earth Hour Saturday 22.03.2025



Poseidonia Beach  
Hotel



Casale Panayiotis



Poseidonia Beach  
Hotel



Athena Beach Hotel  
Constantinou Bros  
Hotels



Earth Hour  
2025



Athena Beach Hotel  
Constantinou Bros  
Hotels



Poseidonia  
Beach Hotel



Casale Panayiotis



Poseidonia  
Beach Hotel

### Celebrating Earth Hour 2025 🌍 🕯️

*Joining the World in a Moment of Unity and Action*

#### 💡 A Symbol of Hope and Responsibility

We stood in solidarity with global changemakers to:

- Amplify the call for **urgent environmental action** ♻️ 🌱
- Promote awareness through a shared **moment of light & reflection**

#### 🗣️ Every Action Matters

- Each presence sent a powerful message:
  - 💬 **Every voice counts**
  - 🌱 **Small actions create ripples of change**
- Together, we sparked **awareness**, inspired **change**, and committed to **protecting our planet** ❤️ ✨

#### 🙏 Thank You

To everyone who joined us—your support fuels our mission for a sustainable future 🌍 ❤️



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**OPAP Limassol Marathon**  
**Saturday & Sunday 22-23.03.2025**



**CSTI & the 'Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus' project at the OPAP Limassol Marathon 🏃🌍**  
*Running for a Cleaner, Greener Future*

**🌱 Purpose-Driven Participation Raising awareness about:**

- ✖ Plastic pollution**
- ♻ Sustainability**
- 🤝 Community spirit**

**🌟 Every Step Counted**

- **Blended athletic passion** with an **environmental message**
- **Inspired** spectators and runners to take **action** 🌱
- Showcased our commitment to a **healthier planet** 🌐 ❤️

# Conference | Celebrating 800+ Years of Commandaria: A Journey Through Cyprus' Legendary Wine Heritage

## University of Nicosia

### Wednesday 09.04.2025



🍷 The conference honored the **remarkable legacy of Commandaria wine**, a cherished emblem of **Cypriot cultural heritage** with over **800 years of history** 🏛️ 🌿 .

📊 ✨ Attendees explored its **historical significance**, cultivated **meaningful connections**, and reflected on how this timeless tradition can **spark sustainable development** for generations to come ♻️ 🌱 .

🤝 Co-organized by **Cypria Filoxenia**, **Cyprus Sustainable Tourism Initiative (CSTI)**, and the **University Hospitality Club**, the event united a shared passion for **heritage, culture, and sustainability** 🌍 🎉 .

**Elafonisos Eco Week**  
**Elefonisos, Greece**  
**Monday 14.04.2025**



 **CSTI at Elafonisos Eco Week**

 **Highlighting Environmental Impact**

CSTI proudly presented its projects, spotlighting efforts to:

-  Combat marine pollution
-  Promote sustainable tourism
-  Inspire eco-conscious behavior across the Mediterranean

 **Networking & Collaboration:** Executive Chairman Philippos Drousotis built connections and strengthened partnerships

 **Driving Sustainable Change:** Inspiring momentum for environmental action across the region ✨



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Erasmus Mobility Project - Visitors from Italy  
Droushia, Pafos  
Saturday to Saturday 21-28.06.2025



 Inspiring Sustainable Travelers

 CSTI Executive Chairman, Philippos Drousiotis, presented to an Italian Erasmus group as part of the ***“Discovering the Digitalized Landscapes towards Sustainable Tourism”*** Mobility Project.

 Focus: CSTI’s mission, key environmental challenges, responsible travel, and the role of travelers in shaping a greener future.

 Outcome: participants gained insights into real-world sustainability practices and motivation to apply them in their communities and careers.

 Empowering travelers to make a lasting impact



Erasmus Mobility Project - Visitors from Italy  
Clean up at Lara Beach  
Akamas  
Thursday 26.06.2025



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Hike with Purpose. Travel with Impact. 🌿 🏖️

Our Italian guests became **Beachfluencers for the day** 🗣️ 🎨 — exploring Akamas National Park, from the Baths of Aphrodite to Lara's turtle beaches, while learning about geology, birdlife, and ancient farming.

They didn't just admire nature — they **protected it**, helping keep our coastline plastic-free ♻️ 🌱.

🙏 **Thank you to Zephyros Adventure Sports** for making it all possible!



## Watermelon Festival 2025 Frenaros Community Stadium Saturday 28.6.2025



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### Sustainability Meets Tradition in Frenaros

 CSTI & the *Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus & Greece* project engaged festival-goers at the Frenaros Watermelon Festival, promoting environmental awareness and ocean conservation.

 **Interactive initiatives:** Plastic Free Beach, Beachfluencer, Bring Your Cup, and the SDG Wheel Quiz, highlighting plastic pollution, microplastics, and the 17 UN Sustainable Development Goals.

 **Prizes:** reusable Plastic Free Beach Water Bottles, branded Bring Your Cup cups and from G. Charalambous Group: coffee & tea

 **Thank you to festival organizers and volunteers for making this a successful, impactful event!**



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# CULTMED

Sustainable Cultural Tourism  
on the Mediterranean



Sustainable Cultural Tourism  
on the Mediterranean



**Co-funded by the European Union**

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# CultMed Project 1st Online Networking Meeting

## "Sustainable Success: Mastering Zero-Waste Events in Tourism"

Monday 31.03.2025

 **CultMed Project – 1st Online Networking Meeting**

 **Theme:** *"Sustainable Success: Mastering Zero-Waste Events in Tourism"*

 **Highlights:**

-  Shared strategies & best practices for eco-friendly tourism events
-  Fostered collaboration across Cyprus
-  Sparked innovation in sustainable event planning
-  Reinforced sustainability as a core value in cultural tourism



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# CULTMED

Sustainable Cultural Tourism  
on the Mediterranean



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**Lordos Beach Hotel & Spa**  
**Larnaka**

## CultMed Project 3 National Focus Groups

 Hosted by CSTI & ASPON  
**Culture • Community • Sustainability**



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**Hadjigiorkis Flourmill Museum**  
**Frenaros**



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**University of Nicosia**  
**Nicosia**

 *CultMed is shaping the future of sustainable cultural tourism in the Mediterranean.*



Bassins de Lumieres

 **CULTMED Visit to Bassins de Lumières, France**  
**A Global Model of Adaptive Reuse & Cultural Innovation**

 **A Transformed WWII Submarine Bunker**  
The world's largest digital art center - **Bassins de Lumières** - showcases how historical spaces can be reimaged with:

-  **Immersive digital art** experiences
-  Creative reflection within complex, industrial architecture
-  Multi-sensory exhibitions that honor heritage

 **Sustainable Cultural Heritage in Action**

This venue exemplifies:

-  **Adaptive reuse** of trauma-linked and post-industrial sites
-  A **scalable model** for sustainable tourism development
-  Engagement with local history through innovative storytelling

 ***Bassins de Lumières proves how culture can transform spaces, inspire visitors, and foster sustainable regional growth.***  

## CultMed Project Study Trip to Bordeaux Monday 28.04.2025 - Thursday 01.05.2025 La Cave de Gan-Jurançon



### **CULTMED Study Visit – Sustainable Tourism at La Cave de Gan-Jurançon**

-  Visited **La Cave de Gan-Jurançon**, a leading cooperative winery in France's Béarn region
-  Explored how **rural wine production** supports sustainable cultural tourism
-  Over **300 growers** cultivate **900 hectares** of eco-conscious vineyards
-  Showcased circular agriculture innovations like **water reuse** and **green wine-making** practices
-  Visitors enjoy **multilingual tastings**, guided tours, and a scenic **vineyard train ride**
-  Emphasized the impact of **cooperative governance**, blending **tradition with innovation**
-  Highlighted how sustainability can be engaging, educational, and immersive for tourists
-  ***Driving sustainable change through heritage, innovation, and collaboration.***

# CULTMED

Sustainable Cultural Tourism  
on the Mediterranean

## CultMed Project Study Trip to Bordeaux Monday 28.04.2025 - Thursday 01.05.2025 La Cité du Vin

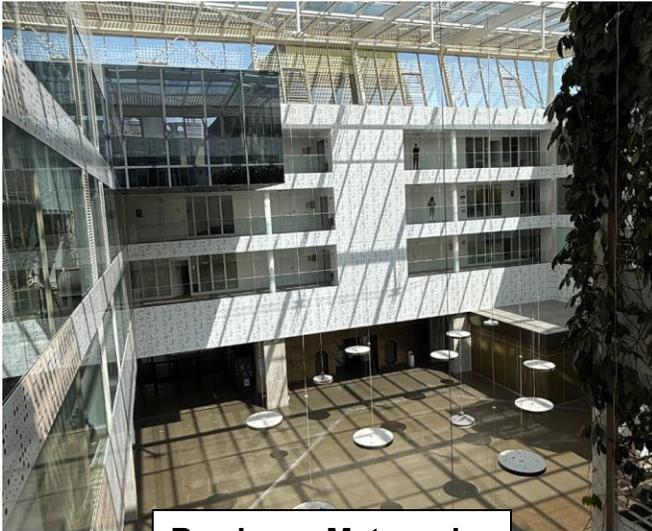


-  **Immersive Cultural Tourism at La Cité du Vin**
  -  CULTMED partners explored **La Cité du Vin** in Bordeaux—an internationally renowned wine culture museum
  -  Blends **innovative digital storytelling** and **architectural excellence** to celebrate wine heritage
  -  Promotes responsible tourism through:
    -  **Sustainability** via eco-conscious design
    -  **Inclusivity** through educational programs for diverse audiences
  -  Utilizes sensory learning and compelling narratives to enhance visitor engagement
  -  Showcases successful **public-private collaboration** in cultural tourism
  -  A dynamic model for integrating heritage, innovation, and sustainability on a global scale
- ✨ ***Redefining tourism through immersive experience and meaningful impact.***



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



Bordeaux Metropole



### 📱 Exploring Innovation in Bordeaux Métropole

📱 CULTMED partners explored **Bordeaux Métropole's forward-thinking approach** to sustainable tourism and digital transformation

🌱 Recognized for its commitment to:

🔍 **Transparency**

🗺️ **Accessibility**

📊 **Public dashboards** and 🧑 **user-friendly tools** supporting citizen rights and cultural equity

🏛️ A model for embracing:

✅ **Open governance**

🎨 **Smart cultural infrastructure**

🌐 **Digital inclusion**

✨ Bordeaux demonstrates how urban innovation can enhance resident wellbeing and responsible tourism

🌱 Paving the way for **long-term sustainability** through collaborative and inclusive policies

💡 🏛️ 🌍 **Where innovation meets heritage to shape the future of tourism.**



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**BRING YOUR CUP**  
IT'S THE NEW TREND



## Bring Your Cup Video Release Wednesday 22.01.2025



- 🌍 **Be Part of the Change**
- ☕ **Bring Your Cup.**
- 👤 **Make a Difference.**
- ✨ **Great change starts with small actions.**

By simply bringing your own cup, you become part of a movement — one that:

- 🌱 values our planet,
- 🛡️ protects our future, and
- ☀️ inspires others to do the same.

*Together, we can turn everyday choices into meaningful change.*

👤👤 *It starts with you.*





## Bring Your Cup Live Link University of Nicosia Friday 02.05.2025



### "Bring Your Cup" Live Link

 Live Klik FM broadcast with Angelos Iacovides & Maria Kortzia at the University of Nicosia.

### Promoting a Zero-Waste Mindset

-  Reduced reliance on single-use cups
-  Raised awareness on sustainable daily habits
-  Engaged students in climate-conscious choices

 Part of the ***Keep our Sand and Sea Plastic Free – Destination Zero Waste in Cyprus & Greece*** project, an initiative by TUI Care Foundation & CSTI.

### Supported by:

-  Deputy Ministry of Tourism
-  Beyond Plastic Med (BeMed)
-  Cyprus Environment Foundation (CEF)
-  University of Nicosia

 *Together, we're creating a cleaner, more conscious future — one cup at a time!*



## Bring Your Cup Live Link University of Nicosia Friday 02.05.2025



🌍 Students Take Action with “Bring Your Cup”!  
**Empowering Everyday Change on Campus ✨**

🌱 Engaged & Inspired  
Students participated in fun environmental **quizzes** and won their own **reusable cups** 🍵 🏆 — sparking excitement around sustainability!

📱 The "Bring Your Cup" web app rewards users for choosing reusables at **50+ cafés** across Cyprus:

- ✅ Protects the planet
- ✅ Saves money
- ✅ Encourages healthier habits

🚫 The Challenge

👉 Over **160 million** single-use cups are discarded in Cyprus every year.

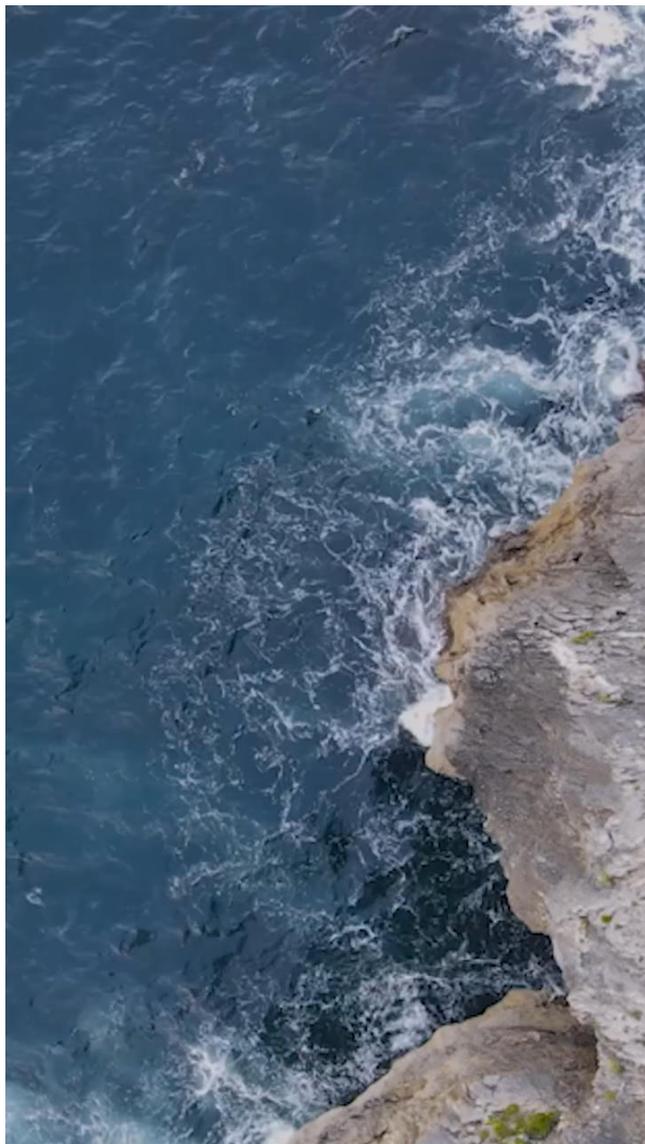
♻️ *This initiative is changing habits — one cup at a time!* ❤️



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# BEYOND PLASTIC MED

**BeMed 10 years – 10 stories, Building a Community of Practice for local actors.**  
**University of Nicosia**  
**Thursday 13.02.2025**



**From Local Action to Regional Impact** 🌍

*Insights from CSTI's Involvement in BeMed's Community of Practice*

🎤 **Philippos Drousiotis – CSTI Executive Chairman**

**“It’s more than funding,” participation in BeMed’s Call for Micro-Initiatives (2017 & 2019) has:**

- Enabled open dialogue 💬
- Fostered mutual support 🤝
- Encouraged the exchange of best practices

✅ **What CSTI Gained from the Community:**

- 📖 Learned from other tourism-related initiatives
- 📖 Shared successes and challenges
- Built connections with like-minded organizations across the Mediterranean

🔗 **Collective Impact in Action**

Together, we're turning **local efforts** into **regional progress** for a more sustainable Mediterranean.

🎥 Initial video produced at the University of Nicosia & enhanced by BeMed

**BeMed Community Day # 1**  
**Lordos Beach Hotel & Spa, Larnaka**  
**Wednesday 14.05.2025**



 **BeMed Community Day – Cyprus**  

Proud to host Mediterranean experts & BeMed laureates in Cyprus  for a vibrant gathering to:  
 Reconnect  Strengthen collaboration  Spark new synergies

***Together against plastic pollution in our Mediterranean***  

BeMed Community Day # 1  
Lords Beach Hotel & Spa, Larnaka  
Wednesday 14.05.2025



 **Sharing Knowledge & Inspiring Action**  

Participants exchanged:

 Best practices  Sustainable solutions  Marine protection experiences

 **More than knowledge-sharing — a celebration of passion, dedication & collective spirit driving regional environmental action**  

**BeMed Community Cyprus Visit  
Highlights Video  
Wednesday 14.05.2025**



 **BeMed Community in Cyprus: United Against Plastic Pollution!**  

Watch the **highlights video** from the inspiring day, where Mediterranean experts and BeMed laureates **reconnected, exchanged best practices, and built new synergies** to reduce plastic pollution.

 Thanks to **Larnaka Tourism Board** for the sunset cruise, **Agia Napa Municipality** and **Famagusta Tourism Board** for their warm hospitality, and **Lordos Beach Hotel & Spa** for hosting the event.

 Special appreciation to the **Deputy Ministry of Tourism** and Vakis Loizides for their support and warm welcome.

 Together, we are making waves toward a **plastic-free Mediterranean**.



BeMed 10-year Celebration  
Larnaka  
Wednesday 14.05.2025



🎉🌐 Celebrating 10 Years of BeMed 💙 ✨

🌱 A decade of action uniting changemakers across the Mediterranean 🏖️🌍

💪 From cleaner coastlines to empowered communities

♻️ *Here's to continued impact and a Plastic Free Mediterranean!* ☀️

## BeMed Community Day # 2 Ammos tou Kambouri Plastic Free Beach, Agia Napa Thursday 15.05.2025



### Day Two Highlights

- ✦ Participants explored the **Plastic Free Beach** concept under the *Keep Our Sand and Sea Plastic Free – Destination Zero Waste in Cyprus* project, an initiative by **TUI Care Foundation** and **CSTI**.
-  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**.



 Symbolic Beach Clean-Up: A Powerful Act of Unity   
**BeMed Laureates & Hotel Green Team Collaboration**



 Impact Highlights

- **23 kg of waste** collected from the coastline 
- A hands-on demonstration of **environmental responsibility**
- Reinforced the power of **collective action** in protecting our planet  

*Together, we create cleaner coasts and a more sustainable future.*  





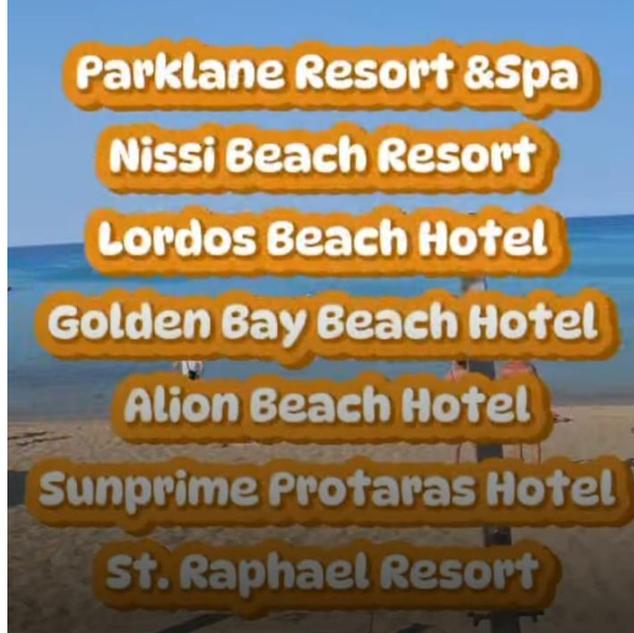
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**#BeatPlasticPollution**

## World Environment Day Celebration Thursday 05.06.2025

♥ A Heartfelt Thanks to the Staff & Guests at the 7 Hotels:



♥ Extra Grateful to All the Volunteers Taking Action by Our Side From:



🌍 ✨ CSTI proudly joined forces with 7 hotels to celebrate World Environment Day — grateful to ALL who made the 6 clean-up events a success, and united in action for cleaner coasts and a greener planet! 🌱 ♻️ ♥



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## World Environment Day Beach Clean-up # 1 of 6 Parklane Resort & Spa, Limassol



PARKLANE  
RESORT & SPA  
LIMASSOL



REPUBLIC OF CYPRUS  
DEPUTY MINISTRY OF TOURISM

  Partnering with our member Parklane Resort & Spa to mark World Environment Day with impactful action for a greener tomorrow!  



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## World Environment Day Beach Clean-up # 2 of 6 Nissi Beach Resort, Ayia Napa

nissi  
beach  
resort



  Proud to support our member Nissi Beach Resort's annual World Environment Day Beach Clean-up — every action brings us closer to a cleaner planet!   



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DEPUTY MINISTRY OF TOURISM



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## World Environment Day Beach Clean-up # 3 of 6 Alion Beach Hotel, Ayia Napa



🌍 ❤️ Celebrating World Environment Day with our member Alion Beach Hotel — united for cleaner coasts and a greener planet! 🗑️ 🌱 ♻️



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DEPUTY MINISTRY OF TOURISM



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## World Environment Day Beach Clean-up # 4 of 6 Sunprime Protaras Beach

# SUNPRIME<sup>™</sup> HOTELS



REPUBLIC OF CYPRUS  
DEPUTY MINISTRY OF TOURISM

  Joining Sunprime Protaras Beach for World Environment Day -  
working together for cleaner shores and a brighter tomorrow!  



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## World Environment Day Beach Clean-up # 5 of 6 Lordos Beach Hotel & Golden Bay Beach Hotel, Larnaka



REPUBLIC OF CYPRUS  
DEPUTY MINISTRY OF TOURISM

  Partnering with our members Lordos Beach Hotel & Golden Bay Beach Hotel to honor World Environment Day — united for a cleaner, greener future!  



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# World Environment Day Beach Clean-up # 6 of 6 St Raphael Resort, Limassol



ST RAPHAEL

RESORT & MARINA



LIMASSOL - CYPRUS



REPUBLIC OF CYPRUS  
DEPUTY MINISTRY OF TOURISM

🌍 ✨ Standing with our member St Raphael Resort this World Environment Day — small steps creating big impact for our coasts and planet! 🌊 ♻️ ❤️



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DESTINATION ZERO WASTE  
PROGRAMME



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**PLASTIC  
FREE  
BEACH**

## Launch & Award Ceremony Of The New 'Plastic Free Beach' Coral Bay Beach, Municipality of Akamas Friday 09.05.25



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### **Cyprus Welcomes Its 9th Plastic Free Beach!**

✨ First Plastic Free Beach in **Akamas Municipality**, launched at **Coral Bay** under the *Keep Our Sand and Sea Plastic Free* project.

👏 Celebrated during **Marine May** with students, tourism professionals, local authorities & international guests — showcasing collaboration for a sustainable tourism model.

🏆 Honoured by the **TUI Care Foundation Board of Trustees**, highlighting Cyprus' leading role in tackling plastic waste through tourism.

🙏 A big thank you to all who made this milestone possible: TUI Care Foundation, Akamas Municipality, Cyprus Environment Foundation, Deputy Ministry of Tourism, Department of Environment, Commissioner for the Environment, ETAP Pafos, PASYXE, STEK, PASYDIXE, and the amazing students who continue to inspire us.

📣 **Local Action for Global Change** 



**PLASTIC  
FREE  
BEACH**

## Launch & Award Ceremony Of The New 'Plastic Free Beach' Coral Bay Beach, Municipality of Akamas Friday 09.05.25



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### **Key Voices on Plastic Free Beaches**

 **Thomas Ellerbeck**, Chairman of the Board of Trustees of *TUI Care Foundation*:

A global success in reducing plastic pollution — Cyprus leads a sustainable tourism model in the Med.

 **Marinos Lambrou**, *Mayor of Akamas*:

Proud to host the first Plastic Free Beach, protecting coastlines for future generations.

 **Philippos Drousiotis**, Executive Chairman of *CSTI*:

A living example of partnership — united action driving positive impact across all 17 SDGs.

 **Welcome remarks were shared by key partners supporting our mission for a cleaner, more sustainable coastline:**

- Michalis Metaxas, Director of Tourism, Deputy Ministry of Tourism
- Theodoulos Mesimeris, Director, Department of Environment
- Evelyn Kleanthous Komodromou, Cyprus Hotel Association
- Vasilis Kaltsatos, Cyprus Hotel Managers Association
- Loukas Nikiforou, Pafos Regional Board of Tourism



**PLASTIC  
FREE  
BEACH**

## Launch & Award Ceremony Of The New 'Plastic Free Beach' Coral Bay Beach, Municipality of Akamas Friday 09.05.25



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### ✨ Inspiring Youth Engagement ✨

👦 👧 Students from **Peyia Primary School & The Learning Center of Pafos** shared powerful messages at the podium and took action with a beach clean-up — a strong reminder that the future of our coastline is in the hands of the next generation. 🌊 🌿





**PLASTIC  
FREE  
BEACH**

## Launch & Award Ceremony Of The New 'Plastic Free Beach' Coral Bay Beach, Municipality of Akamas Friday 09.05.25



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### Coral Bay – 9th Plastic Free Beach!

The *Keep our Sand and Sea Plastic Free* project expands its Network. The **Plastic Free Beach** concept transforms beach spaces to help visitors **avoid single-use plastic** during their stay.

### **New facilities:**

-  Free refillable water station
-  Smoking area with upcycled bench & ashtrays
-  Toy Box Library for families
-  Informational signage
-  Art installation *“Rethink Your Plastic Footprint”*

 This Plastic Free Beach was made possible with the support of the **Cyprus Environment Foundation**, thanks to funding from the **Conservation Collective**, through the **Depeche Mode & Hublot** partnership during the **Memento Mori** world tour.

*Together, we're creating cleaner, greener coastlines!* 



**PLASTIC  
FREE  
BEACH**

**Launch & Award Ceremony Of The New 'Plastic Free Beach'  
Coral Bay Beach, Municipality of Akamas  
Friday 09.05.25**



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### **Artwork "Rethink Your Plastic Footprint"**

These feet are made from plastic waste collected on beaches — bottles, cups, and caps that pollute the environment and harm our health. Plastic doesn't disappear; it breaks into microplastics that enter our water, our food, and even our bodies.

Every minute, 33,800 plastic bottles end up in the sea — threatening ecosystems, wildlife, and our health.

Reduce single-use plastics. Choose sustainable options. Be the change our planet needs.  
**Small actions leave a cleaner footprint.**

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.



DESTINATION ZERO WASTE PROGRAMME

An initiative by:



Supported by:



**A powerful art installation made entirely from plastic waste, titled "Rethink Your Plastic Footprint" — a bold reminder of the change we can create together. The artwork was created by ArtWalk, an artistic SME partnering with the initiative to raise awareness through upcycled art installations.**



**PLASTIC  
FREE  
BEACH**

**Celebrating Partnership: Lunch at Cali Resort & Spa  
Pegeia  
Friday 09.05.25**



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 **A Heartfelt Thank You to Cali Resort & Spa** 

 Grateful to **Cali Resort & Spa (Louis Hotels)** for their unwavering support during our milestone *Plastic Free Beach Launch* — a reminder that building a sustainable coastline is not a journey we take alone.

 Their generous hospitality to the **TUI Care Foundation Board & team, CSTI Board, team & guests** reflected true collaboration and shared commitment.

 More than a meal — a powerful symbol of dedication to sustainability, collective action, and a plastic-free future.

 *Partnerships like this strengthen our mission and inspire others to join the journey towards cleaner, greener tourism in Cyprus.*



## Project Expansion to Greece – CSTI on the Go Rhodes, Greece Wednesday-Friday 09-11.07.2025



### **Destination Zero Waste Arrives in Rhodes!**

 Expansion of the *Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus* project to Greece, in collaboration with TUI Care Foundation & Rhodes Co-Lab.

### **Kickoff Visit Highlights:**

- Meetings with local authorities & tourism stakeholders
- Exploration of Rhodes' first Plastic Free Beach

### **What's Next:**

-  Launch event with stakeholders
-  HoReCa trainings
-  Student education package
-  Plastic Free Beach network expansion
-  Growth of Beachfluencer community
-  Island-wide awareness campaign

**Together for a cleaner, sustainable Mediterranean future.**





**PLASTIC  
FREE  
BEACH**

**Live Link**  
**Coral Bay Plastic Free Beach, Pafos**  
**Saturday 26.7.2025**



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 **Our Summer Party with Purpose – A Splashing Success!**

 Coral Bay Beach – our newest **Plastic Free Beach** – came alive with summer vibes, positive energy, and strong messages against plastic pollution.

 Live link with **Rock FM Cyprus** spread the word!



# PLASTIC FREE BEACH

## Live Link Coral Bay Plastic Free Beach, Pafos Saturday 26.7.2025



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 This event was part of the *Keep Our Sand and Sea Plastic Free – Destination Zero Waste in Cyprus and Greece* project, an initiative by **TUI Care Foundation & CSTI**, supported by:

- **Deputy Ministry of Tourism**
- **Cyprus Environment Foundation**
- **Depeche Mode**
- **Hublot**
- **Akamas Municipality**

 The *Empowering Plastic Free Beach* Project is supported by the **Cyprus Environment Foundation** thanks to funding received from the **Conservation Collective** through their **Depeche Mode & Hublot** partnership during the Memento Mori world tour. 

 **Local Action for Global Change!**



# PLASTIC FREE BEACH

Live Link  
Coral Bay Plastic Free Beach, Pafos  
Saturday 26.7.2025



## 🗑️ What We Achieved Together:

- Beach clean-up for a cleaner shore 🌍
- Free reusable bottles 💧 – goodbye single-use plastics
- Competitions, prizes & smiles 🎉
- Great music, sunny weather & ZERO single-use plastic ☀️

## 🙌 With Gratitude

Prize Sponsors: **Louis Althea Beach Hotel & Akamas Cyprus Mini Cruises**

♥️ Thank you to everyone who joined — proof that protecting our beaches can be **fun & inspiring!**



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**PLASTIC  
FREE  
BEACH**

**Live Link**

**Mackenzie Beach, Larnaka**

**Saturday 9.8.2025**



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### **Summer Party with Purpose**

Mackenzie Beach made waves for a Plastic Free Future!

 Powered by Love FM Cyprus, the beach became a hub of action & awareness.

 Meaningful conversations, engaging competitions, creative activities & collective clean-up brought us closer to a cleaner coast and a healthier planet.

This event was part of the *Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus and Greece* project, an initiative by TUI Care Foundation & CSTI.

### **Made possible thanks to the support of:**

Deputy Ministry of Tourism • Depeche Mode • Hublot • Cyprus Environment Foundation • Conservation Collective • Larnaka Municipality • KKP Auditors • Aqua Crystal

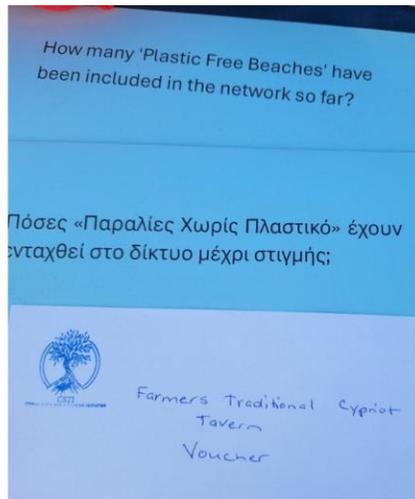


# PLASTIC FREE BEACH

Live Link  
Mackenzie Beach, Larnaka  
Saturday 9.8.2025



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🤝 **Collaboration for Change**

🎁 **Competitions & Prizes**

💬 Interactive activities raised awareness of plastic pollution.

🇸🇬 **Thanks to our Sponsors:**

🏨 Lordos Beach Hotel & Spa – B&B stay for 2

💧 Aqua Crystal – Home water filter (€235)

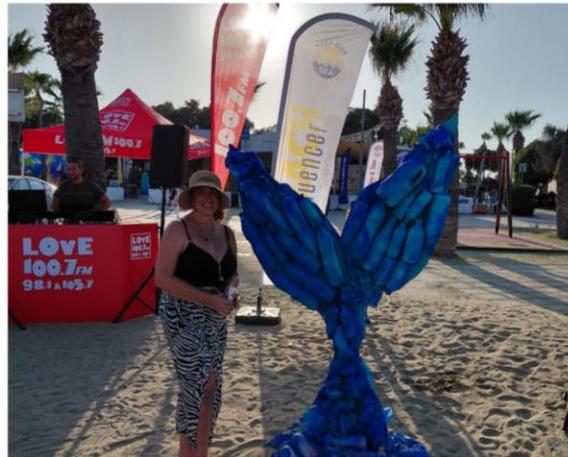
📷 Farmers Tavern, Ayia Napa – Dinner for 2 (€60)

🌟 Fun, rewards & smiles — with purpose!



# PLASTIC FREE BEACH

Live Link  
Mackenzie Beach, Larnaka  
Saturday 9.8.2025



 **Creative Impact**

 **Upcycling Workshop & Art**  
Led by *Andry Giangou – Art Walk*

 Stunning creation gave new life to waste materials.

 Every creative touch sparked awareness and inspired change.

 The *Empowering Plastic Free Beach Project* is supported by the **Cyprus Environment Foundation**, thanks to funding from the **Conservation Collective** through their **Depeche Mode & Hublot** partnership during the *Memento Mori World Tour*. 



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# PLASTIC FREE BEACH

Live Link  
Mackenzie Beach, Larnaka  
Saturday 9.8.2025



## Hands-On Impact

 In under 2 hours, beach users collected 20+ kg of waste.

## Sustainable Shift

Volunteers received reusable bottles — a small reward with a big impact, helping move away from single-use plastics.  

## Collective Action

Proof that real change happens when we act together!

 *Let's keep the momentum going – together, we can Keep our Sand and Sea Plastic Free!*



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# Cyprus Environment Foundation (CEF) Grants



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

## Grant - Empowering the Bring Your Cup Initiative

18-month duration starting 1/6/24

## Grant - Empowering Plastic Free Beaches in Cyprus project

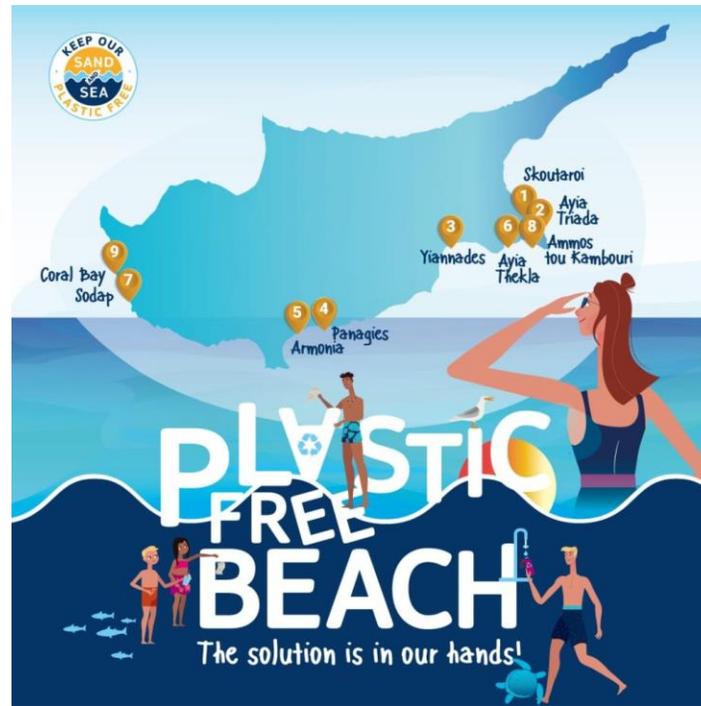
12-month duration starting 1/1/25

**96 Businesses on board so far!**



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

[Sign Up Here](#)



**The network has expanded!**

♥ The 9th Plastic Free Beach was made possible with the support of the **Cyprus Environment Foundation**, thanks to funding from the **Conservation Collective**, through the **Depeche Mode & Hublot partnership** during the **Memento Mori world tour**.



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## New Interreg NEXT MED Project

28.04.2025



**Full Project Title:** Building Resilient SMEs in the Tourism Industry “ReTour”

**Acronym:** 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



**#ReTour** – an EU-funded project boosting Mediterranean tourism through innovation, resilience & smart sustainability, empowering MSMEs to thrive even in times of crisis.

*CSTI is proud to collaborate under the #MADE4MED vision - working together for a **smarter, greener, and more resilient Mediterranean tourism sector.***



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# Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus and Greece Project 09.05.2025



DESTINATION ZERO WASTE PROGRAMME



## Signed Commitment

### DESTINATION ZERO WASTE IN CYPRUS AND GREECE

Building on the success and momentum of the Project "Keep our Sand and Sea Plastic Free", the Partners are committed to continue the journey to a plastic free environment for another three years from 1 June 2025 to 31 May 2028.

#### Key Deliverables:

- Establish three new Plastic Free Beaches and form a network.
- Raise awareness and engage 500,000 Cypriots and more than 1 million tourists.
- Prevent approximately 4 million kg of plastic waste through reusable cup initiatives, reduced single-use plastics in hospitality, and removal of plastic bottles in schools.
- Collect and recycle a minimum of 7,000 kg of plastic waste through community-led beach clean-up activities.
- Upcycle at least 2,000 kg of plastic waste through upcycling events and workshops, including the production of saleable items.
- Secure commitments from 150 new businesses to adopt sustainable practices, while continuing engagement with the existing network of 300 businesses.
- Organize six "Summer Parties with Purpose" to raise public awareness promoting responsible tourism among visitors.
- Establish three new Plastic Free Schools integrating sustainability into education and engaging over 3,000 students in project activities.
- Organize two Plastic Free Village initiatives as models for community-led sustainability and circular economy practices.
- Expand the Plastic Free Beach initiative to selected coastal regions in Greece, adapting successful practices from Cyprus.

Signed on 9 May 2025 at Coral Bay Plastic Free Beach, Cyprus

On behalf of the Board of Trustees of the TUI Care Foundation

Thomas Ellerbeck  
Chairman

Frank Oostdam  
Treasurer

Helen Caron  
Member

Nico Visser  
Secretary

On behalf of the Board of the Cyprus Sustainable Tourism Initiative (CSTI)

Philippos Drousiotis  
Chairman

Koulitsa Demetriou  
Member

Antje Papageorgiou  
Member



## 🌍 Project Continuation Announcement 🌍

We're delighted to share that the **Keep our Sand and Sea Plastic Free, Destination Zero Plastic Waste in Cyprus & Greece project** is entering Phase III ✨

📅 01 June 2025 – 31 May 2028

Thanks to the success of Phases I & II, this vital initiative by the **TUI Care Foundation & CSTI** continues with renewed strength - and we're excited to expand our impact further in **Greece!** 🌍 🌱

💚 A heartfelt thank you to all our supporters for making this journey possible!



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## Cyprus Environment Foundation (CEF) Grants



We are very grateful to CEF for awarding two new grants: *Schools for Change: Leading the Plastic Free Movement*. Your support empowers us to amplify impact, inspire students, and drive meaningful change towards a more sustainable, plastic-free future!

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

12-month duration starting 1/9/25

### Grant - Schools for Change Ayios Athanasios: Leading the Plastic Free Movement project

12-month duration starting 1/7/25



The Plastic Free School concept is part of the *Keep our Sand and Sea Plastic Free, Destination Zero Waste in Cyprus and Greece* project, an initiative by TUI Care Foundation and CSTI.



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## **ExxonMobil Exploration and Production Cyprus (Offshore) (“ExxonMobil”) has awarded a grant to The Cyprus Sustainable Tourism Initiative for the amount of EUROS 50.000 for supporting projects following the catastrophic fires**

ExxonMobil Exploration and Production Cyprus (Offshore) (“ExxonMobil”) has contributed €50,000 to the Cyprus Sustainable Tourism Initiative (CSTI) to fund a project in collaboration with the Commissioner for the Environment and Animal Welfare. The project focuses on the restoration and/or reconstruction of dry-stone structures and the planting of native trees and shrubs. This initiative aims at the pilot restoration of fire-affected areas, reducing soil erosion and desertification in the impacted regions, and preventing future flooding events.

 **"We are very grateful to ExxonMobil Exploration and Production Cyprus (Offshore) (“ExxonMobil”) for their trust and generous support, enabling CSTI to advance vital restoration and sustainability efforts for Cyprus’ environment together with the Commissioner for the Environment and Animal Welfare after the devastating fires.**

**ExxonMobil**



Office of the Commissioner  
for the Environment  
and Animal Welfare



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Registered / Eingetragen 22/08/2025

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**BEACH**  
**fluencer**

*The Executive Director / Der  
Exekutivdirektor*

João Negrão



[www.euipo.europa.eu](http://www.euipo.europa.eu)

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EIGENTUM  
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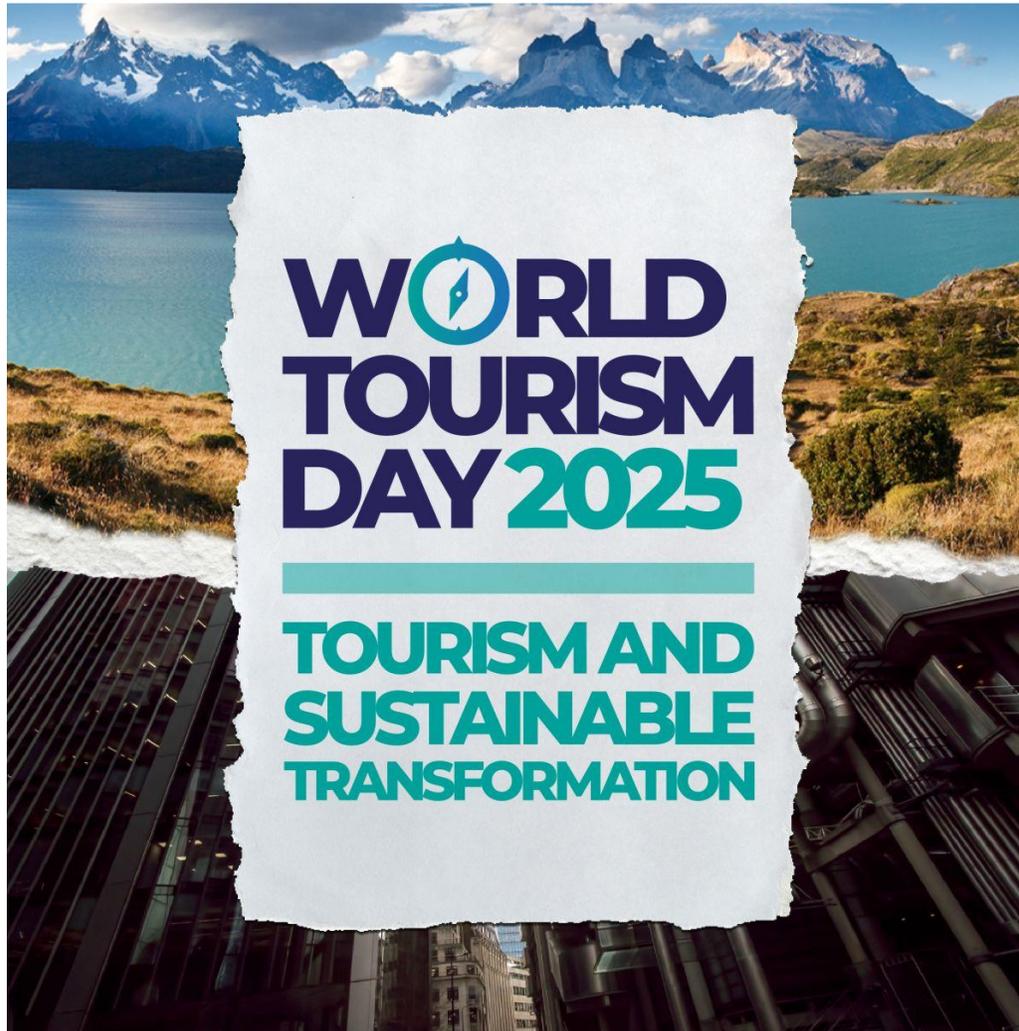
Diese Eintragungsurkunde wird für die unten angegebene Unionsmarke ausgestellt. Die betreffenden Angaben sind in das Register der Unionsmarken eingetragen worden.



*The Executive Director / Der  
Exekutivdirektor*



*J. Wegnöö*



## Purpose of the Day

To raise awareness of the role of tourism in the international community and highlight its impact on:

-  Social values
-  Cultural values
-  Political values
-  Economic values



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*Celebrating  
World  
Tourism  
Day!*



Unite for a Cleaner Cyprus

# Tourism Cares



**Join an impactful initiative aimed  
at combating littering in Cyprus.**

**Plan a cleanup event with your guests and staff on  
Friday, September 26, 2025 (in celebration of World Tourism Day)**

*The campaign is under the auspices of the Deputy Ministry of Tourism*

REGISTRATIONS 



CO-ORGANISERS



SUPPORTERS



*Tourism  
That  
Cares,  
Nature  
That  
Wins!*



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# Unite for a Cleaner Cyprus

## Tourism Cares



✦ *This World Tourism Day, Cyprus shows the world what caring tourism looks like!* ✦

🌍 This Friday, 26/09/2025

Over 75 tourism businesses across Cyprus unite for community clean-up events ❤️

🗺️ A special map highlights all clean-up locations – find the one closest to you and join in!

🌱 Together, we create a cleaner, greener & more sustainable island.

👉 Check the map:

<https://maps.app.goo.gl/tbi3MjFN7PYS5yGJ9>

CO-ORGANISERS



SUPPORTERS



CYPRUS SUSTAINABLE TOURISM INITIATIVE

# EUROPEAN CONFERENCE ON SUSTAINABLE TOURISM



**YEARS OF CSTI  
LEADERSHIP IN  
SUSTAINABILITY**

(2006-2026)

**SAVE the DATE  
Friday 27.02.2026**

**We are Very  
Proud to share  
that our 20th  
Birthday is around  
the corner & will  
be celebrated  
with:**



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**Official Save the Date & More  
Details will follow soon**

## ACKNOWLEDGEMENTS



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# It is Great Working with such Top-notch Project sponsors & partners



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Université Mohamed V de Rabat



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Ιωαννίνων

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Office of the Commissioner  
for the Environment  
and Animal Welfare



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**We Truly Appreciate  
All  
Our Members –  
Both Individuals &....**



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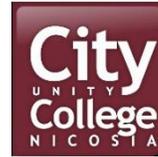


ΚΟΙΝΟΤΙΚΟ  
ΣΥΜΒΟΥΛΙΟ  
ΑΙΓΙΟΥ



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## UNIVERSITIES / COLLEGES / SCHOOLS



College of Tourism  
and Hotel Management



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**We Truly Appreciate the Support from the Deputy Minister of  
Tourism, Mr. Costas Koumis and his Dynamic Team at  
the Deputy Ministry of Tourism**



REPUBLIC OF CYPRUS  
DEPUTY MINISTRY OF TOURISM



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We are Very Grateful  
for Great Working  
Relationships!



MINISTRY OF AGRICULTURE  
RURAL DEVELOPMENT  
AND THE ENVIRONMENT



DEPARTMENT OF FORESTS

Department of Fisheries and Marine Research

Ministry of Agriculture, Rural Development and Environment



DEPARTMENT OF  
ENVIRONMENT



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ΕΠΙΤΡΟΠΟΥ  
ΤΟΥ ΠΟΛΙΤΗ

✦ *We Truly Appreciate the Generous Support of our Auditors* ✦



**Auditors - Accountants - Tax Advisors**

*A Special Thanks to Managing Director, Andreas Koutounas FCCA,  
and His Amazing Team for Their Outstanding Support to CSTI!*

♥ We Can Always Rely on the Support of Our Board Members 🌍

*A heartfelt thank you for your guidance, trust & commitment to CSTI's mission.*



- **Philippos Drousiotis**
- **Gregoris Demetriou**
- **John G C Wood**
- **Koulitsa Demetriou**
- **Costas Michael**
- **Antje Papageorgiou**
- **Ioanna M Ioannou**

- **Tasos Shakallis**
- **Yianna Orphanidou**
- **Phylactis Lazarou**
- **George Efthymiou**
- **Nicos Hadjicosteas**
- **Angela Richardson**



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## 🌟 *The CSTI Team* 🌟

*With Gratitude, We Thank:*



🌟 Panagiota



🌟 Margarita 🌟 Natalie



🌟 Melina



🌟 Anne 🌟 Yiannis



🌟 Elena

*Together, We Make It Happen!*



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**Grateful for Every Team Player  
We Meet on Our Journey 🌱💙**

**“Alone we can do so little;  
together we can do so much.”  
Helen Keller**



**Together in the CSTI Spirit — Stronger, United, Impactful 🤝🌍✨**



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# CYPRUS SUSTAINABLE TOURISM INITIATIVE

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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:



Email:	<a href="mailto:info@csti-cyprus.org">info@csti-cyprus.org</a>
Website:	<a href="http://www.csti-cyprus.org">www.csti-cyprus.org</a>
Facebook:	<a href="https://www.facebook.com/CyprusSustainableTourismInitiative">Cyprus Sustainable Tourism Initiative</a>
Instagram:	<a href="https://www.instagram.com/cysustainabletourisminitiative">cysustainabletourisminitiative</a>
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X:	<a href="https://twitter.com/CySustTourism">CSTI @CySustTourism</a>
YouTube:	<a href="https://www.youtube.com/channel/UC...">Cyprus Sustainable Tourism Initiative</a>
Hashtag:	<a href="https://www.instagram.com/hashtag/LeadingSustainableTourisminCyprus">#LeadingSustainableTourisminCyprus</a>