

GTPI annual reporting for supporting organizations

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

Supporting organizations have until **20th February 2026** to submit their reporting.

Section 1: Reporting Information

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

Cyprus Sustainable Tourism Initiative (CSTI)

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

☐ No ☒ Yes

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

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

4. Please specify the 12-month period covered by your report (by indicating the start and end month and year). The default reporting period should be January to December 2024. ([mandatory](#))

| Reporting start date | Reporting end date |
|----------------------|--------------------|
| 1/1/2024 | 31/12/2024 |

5. If you have provided a reporting period other than January to December 2024, please provide a reason. ([mandatory](#))

N/A

6. What is the annual revenue or budget of your organization in USD?16 ([mandatory](#))

USD 181,365

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

Annual Revenue

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

473

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

169 Members of CSTI & 304 Partners of the Keep our Sand and Sea Plastic Free Project

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

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

We systematically introduce the Global Tourism Plastics Initiative (GTPI) to our members and partners and actively encourage them to become signatories.

To further support and motivate affiliated organisations, businesses, and partners to join the GTPI, we lead by example through the **Keep our Sand and Sea Plastic Free (KOSSPF)** project. This initiative contributes to both awareness-raising and measurable action through a comprehensive programme of stakeholder trainings, informational stands, live links, beach clean-ups, seminars, educational programmes, school presentations, the establishment of Plastic Free Beaches with water stations, distribution of reusable water bottles, upcycling workshops and competitions.

Continuously evolving, the project introduced a new initiative in 2024 entitled **“Tourism Cares: Unite for a Cleaner Cyprus.”**

The initiative brought together 60 tourism businesses, 1,200 members of staff, and 450 hotel guests in coordinated clean-up actions across coastal and public areas in Cyprus, resulting in the collection and proper disposal of more than 1,500 kg of waste.

Implemented in celebration of #WorldTourismDay 2024 and aligned with its theme, “Tourism and Peace,” the initiative demonstrated how the tourism sector can actively contribute to environmental sustainability while fostering collaboration and shared responsibility across cultures and communities.

Through continuous and visible action, we reaffirm our commitment to sustainability and inspire our network to align with and join the Global Tourism Plastics Initiative (GTPI). Collective engagement remains essential to driving meaningful and lasting change.

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

It is challenging to provide an exact figure, as we continuously promote the Global Tourism Plastics Initiative (GTPI) across a broad and expanding network of affiliated organisations, businesses, and partners through diverse outreach channels.

GTPI is systematically integrated into our communications and promotional activities, ensuring consistent visibility across multiple platforms. Our outreach approaches include:

- **Presentations:** We highlight the importance, objectives, and benefits of the GTPI in every presentation delivered, both locally and internationally.
- **Newsletters and Website:** GTPI is regularly featured in our newsletters and prominently displayed on our homepage to maximise awareness and accessibility.

- **Social Media:** We actively use our social media platforms to promote the initiative, communicate its impact, and encourage participation.
- **Events and Stakeholder Engagement:** Through seminars, stakeholder meetings, beach clean-ups, and educational programmes, we introduce the GTPI and advocate for its adoption across the tourism value chain.

By maintaining a strong, visible, and continuous presence across these channels, we encourage and motivate our network to take meaningful action and become part of this global movement towards reducing plastic pollution in tourism.

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

While we do not have direct access to the official list of Global Tourism Plastics Initiative (GTPI) signatories and are therefore unable to confirm the exact number of organisations that joined as a direct result of our actions, we consistently and proactively promote the initiative across our entire network.

GTPI is systematically integrated into our communications, presentations, events, and outreach activities. Through these continuous efforts, we have raised awareness among affiliated organisations, businesses, and partners and encouraged them to consider becoming signatories.

It is important to note that the majority of our members and partners are hotels. Some stakeholders have expressed the view that destinations, municipalities, and public authorities are better positioned to become GTPI signatories at a structural level. In addition, several hotels rely on existing sustainability certifications, which already include commitments related to plastic reduction, and therefore consider these frameworks to sufficiently address the issue.

Nevertheless, our sustained advocacy continues to strengthen sector-wide awareness and commitment to reducing plastic waste within the tourism value chain.

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

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

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

To support affiliated organisations, businesses, and partners in improving plastic management within their operations — and in fulfilling their commitments under the *Keep our Sand and Sea Plastic Free* project — we provided targeted guidance and tailored recommendations.

Participating tourism businesses, primarily hotels collaborating with the project, were required to complete a comprehensive questionnaire identifying the types and quantities of plastic items used in their daily operations. Based on their responses, we provided customised recommendations, including sustainable alternatives and practical reduction measures, drawing on successful case studies from Cyprus and international best practice.

Partners were given the flexibility to select and prioritise the actions most relevant to their operational context, ensuring realistic, practical, and effective implementation. This approach enabled businesses to adopt meaningful plastic reduction strategies while aligning their practices with internationally recognised sustainability standards.

In addition, we actively disseminate knowledge and insights gained through our participation in international conferences and initiatives, including Beyond Plastic Med (BeMed), further strengthening local capacity and sector awareness.

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

More than 300 project partners, affiliated organisations, and businesses received targeted guidance on improving plastic management within their operations. Through tailored recommendations based on recognised best practices, criteria, and sustainability standards, we supported them in identifying and implementing practical and sustainable solutions.

By providing direct and structured guidance, we enabled these businesses to take measurable and meaningful steps toward reducing plastic waste and strengthening sustainability performance within their operations.

16. If upon joining the GTPI you set any additional targets (e.g. number of awareness

raising activities or trainings implemented etc.), please indicate the target, the indicator, the percentage of completion, and any relevant quantitative results (optional).

We actively participate in conferences and exhibitions organised by professional tourism organisations and associations, using these platforms to raise awareness of the environmental impacts of single-use plastics and plastic pollution. In addition, we provide training to tourism enterprises, equipping them with the knowledge, practical tools, and best practices needed to reduce plastic waste and implement sustainable solutions within their operations.

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

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

- | | | |
|--|--|-------------------------------|
| <input checked="" type="checkbox"/> Social media | <input checked="" type="checkbox"/> Events | <input type="checkbox"/> None |
| <input checked="" type="checkbox"/> Newsletters | <input type="checkbox"/> Case studies | |
| <input checked="" type="checkbox"/> Website | | |

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

Social Media

We actively leverage social media to promote our initiatives, raise awareness about plastic reduction, and engage with our community. Our outreach includes regular updates, success stories, best practices, and calls to action encouraging businesses and individuals to adopt sustainable practices. Below is an overview of our social media activity across different platforms in 2024:

Facebook

- CSTI: 45 posts
- KOSSPF: 42 posts
- Beachfluencers: 24 posts

Instagram

- CSTI: 47 posts
- KOSSPF: 45 posts

LinkedIn

- CSTI: 46 posts

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

Newsletters

We communicate our sustainability efforts through newsletters to ensure stakeholders stay informed and engaged. In 2024, we published two newsletters featuring updates on initiatives, success stories, best practices, and guidance on reducing plastic waste. These newsletters serve as a key tool to promote the Global Tourism Plastics Initiative (GTPI) and encourage affiliated organisations, businesses, and partners to take action.

Website

Both the CSTI and KOSSPF websites are continuously updated to reflect our latest actions, initiatives, and progress in tackling plastic waste. Our online content includes

news on ongoing projects, highlights of success stories, educational resources, and showcases of best practices. The websites also promote the GTPI, encourage stakeholder engagement, and provide guidance for businesses and partners on sustainable plastic management. By maintaining current and informative online platforms, we ensure transparency and inspire more organisations to take meaningful action.

Events & Actions Undertaken

We actively participate in and organise a wide range of events, initiatives, and awareness campaigns to promote sustainability and reduce plastic waste. The following provides an overview of our key actions in 2024:

Major Events & Participation

- **Stands at Key Events:** Cyprus Bar Show 2024, Limassol Marathon 2024, two annual conferences organized by hotel owners' associations, Watermelon Festival 2024, Earth Hour 2024, Larnaka Branding Launch, 1st Sustainable Pedaios River Festival, RE-Merry Christmas 2nd edition – The Other Market.
- **Launch/Inauguration Events:** Launch & Award Ceremony of the new *Plastic Free Beach*, Sodap Beach; Launch & Award Ceremony of the new *Plastic Free Beach*, Ammos Tou Kambouri.
- **Presentations & Workshops:** Numerous presentations, including *Sustainable Hospitality Digitalization Toolkit* at City Unity College, and *Universities and Job Market in Tourism: A New Cooperation Methodology* event.

New Initiatives

- **Tourism Cares: Unite for a Cleaner Cyprus #WorldTourismDay2024**
CSTI organised the “*Tourism Cares: Unite for a Cleaner Cyprus*” initiative, mobilising tourism stakeholders, local businesses and volunteers in coordinated environmental clean-up actions across selected coastal and public areas. The initiative strengthened collaboration between the tourism sector and local communities, raised awareness of responsible tourism practices, and delivered immediate environmental benefits, demonstrating the power of collective action in advancing sustainability in Cyprus.
- **1st Sustainable Pedaios River Festival** – Implemented in collaboration with the Office of the Commissioner for the Environment and Animal Welfare, the initiative resulted in the permanent installation of four water refill stations along the Pedaios River. By providing continuous access to potable water in a public recreational area, the project supports the transition toward a circular economy by reducing dependency on single-use plastic bottles and preventing avoidable waste generation.

The intervention moves beyond awareness-raising to embed sustainable infrastructure within the local environment, contributing to long-term behavioural change among residents and visitors alike. As a replicable model for plastic-reduction in public spaces, the initiative aligns with broader EU objectives on waste prevention, resource efficiency, and sustainable community engagement.

Awareness & Community Engagement

- **Plastic Free Beaches:** Two new beaches featuring upcycled artworks. One Plastic Free Beach was sponsored by the Beyond Plastic Med (BeMed).
- **Live Links & Campaigns:** Two live links raising awareness about plastic pollution & a *Bring Your Cup* holiday video campaign release.
- **Competitions:** Two competitions supporting the *Beachfluencers* initiative to reduce single-use plastics.
- **News Coverage:** Expanded outreach through local media coverage.

Hands-On Actions & Educational Efforts

- **Beach Clean-Ups:** Eleven clean-ups involving volunteers and local stakeholders in addition to the Tourism Cares Initiative with islandwide clean-ups.
- **Educational Programs & School Presentations** to inspire the next generation
- **Seminars** on sustainable tourism, which also addressed the reduction of single-use plastics.
- **Reusable Bottles & Upcycling Workshops:** Promotion of the *Plastic Free Beach* concept through reusable bottle distribution and five upcycling workshops encouraging creative waste repurposing.

Through these diverse efforts, we continue to drive tangible change, raise awareness, and inspire both businesses and individuals to take action for a more sustainable future with reduced plastic pollution.

Section 5: Third-party verification

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

☒ No ☐ Yes

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

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

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

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