



# Helen Caron

Member of the Board of Trustees,  
TUI Care Foundation



CYPRUS  
SUSTAINABLE  
TOURISM  
INITIATIVE

Under the Auspices:

**CY2026.EU**

CYPRUS PRESIDENCY  
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# Destination Zero Waste

## Keep our Sand and Sea Plastic Free project



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# About the TUI Care Foundation

► Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates partner-ships and projects which create new opportunities and contribute to thriving communities all over the world.

By connecting holidaymakers to good causes, it

- supports education and training opportunities for young people,
- promotes the protection of the natural environment in holiday destinations,
- and helps local communities to thrive sustainably and benefit from tourism.

► The TUI Care Foundation works globally and acts locally – it builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent Foundation was initiated by TUI, the world’s leading tourism business, and is based in the Netherlands.

# Key Facts and Mission Statement

## **Tourism-focused:**

The TUI Care Foundation's activities build on the potential of tourism as global force for good

## **Charitable:**

Registered charitable Foundation with positive international impact

## **Independent:**

Governance and statutes guarantee independence from the business

## **Operational:**

Foundation initiates strategically aligned projects with its partners and implements selected project on its own

Building on the positive impact of tourism, the TUI Care Foundation leads the way in protecting the natural environment and empowering lives in travel destinations.



# TUI Care Foundation Programmes

## Enabling Education Initiative



TUI ACADEMY



TUI JUNIOR ACADEMY

## Empowering Communities Initiative



TUI FUTURESAPERS  
PROGRAMME



TUI COLOURFUL CULTURES  
PROGRAMME

## Lively Landscapes Initiative



TUI FIELD TO FORK  
PROGRAMME



TUI WILDLIFE  
PROGRAMME



TUI FORESTS  
PROGRAMME

## Marine Conservation Initiative



TUI SEA THE CHANGE  
PROGRAMME



DESTINATION ZERO WASTE  
PROGRAMME



TUI TURTLE AID





**TUI Academy**

Offering vocational training for disadvantaged young people to access high quality education, work experience, life skills coaching and a brighter future.



**TUI Junior Academy**

Empowering children to become eco champions through environmental education and enabling learning opportunities for young people from disadvantaged communities.



**TUI Futureshapers Programme**

Empowering people to turn social challenges into entrepreneurial opportunities.



**TUI Colourful Cultures Programme**

Protecting cultural heritage and empowering creatives in tourism destinations.



**TUI Care Foundation Impact Fund**

Supporting solutions for positive social or environmental impact in tourism destinations.

More than **80 projects** in over 30 countries worldwide

**TUI Field to Fork Programme**

Enabling sustainable food production by establishing links with the tourism sector to create better income opportunities in rural communities.



**TUI Wildlife Programme**

Protecting endangered wildlife and habitats in tourism destinations.



**TUI Forests Programme**

Planting trees and taking forest-based experiences to the heart of tourism communities



**TUI Sea the Change Programme**

Protecting and preserving the marine environment in tourism destinations.



**TUI Turtle Aid Programme**

Protecting endangered sea turtles in tourism destinations.



**Destination Zero Waste Programme**

Inspiring new ways to reduce and reuse waste in island destinations that create jobs and promote a circular economy.



# TUI Care Foundation in Cyprus



# Destination Zero Waste Cyprus

## Keep our Sand and Sea Plastic Free



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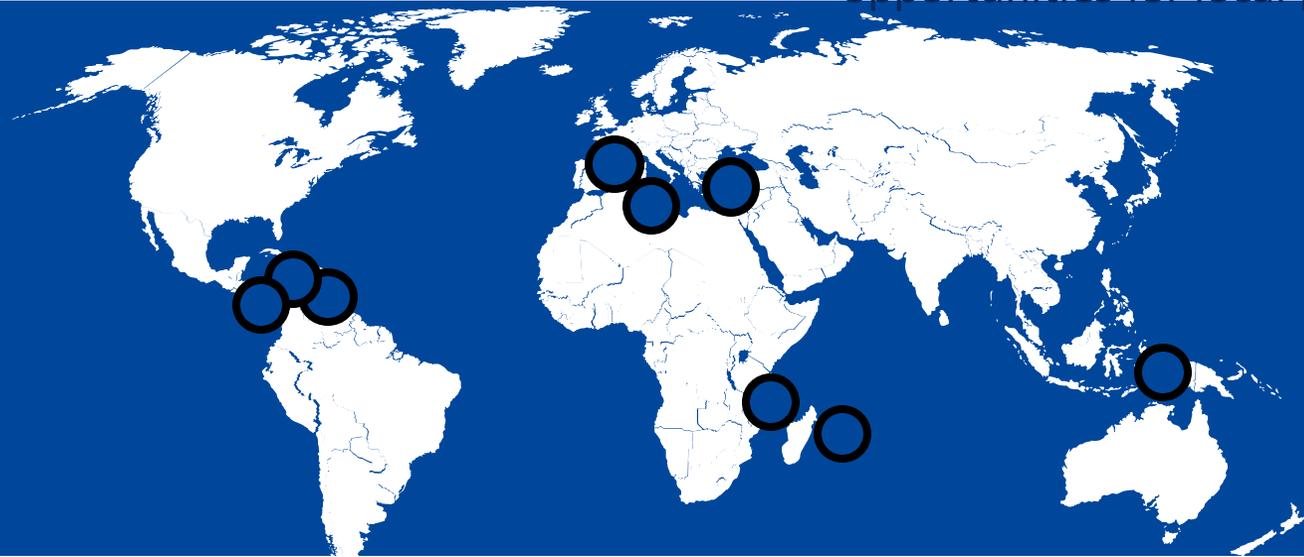
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# Destination Zero Waste Programme



This programme promotes a circular economy where waste is eliminated and resources are circulated. It cultivates the mindset that waste can be reused and supports innovative and community-driven solutions to collect and upcycle plastic and other waste into saleable products. It also creates sustainable tourism experiences as well as jobs and income opportunities for local people.



## CURRENT PROJECTS: 9

- Cyprus
- Sicily
- Curacao
- Jamaica
- Cancun
- Zanzibar
- Mauritius
- Menorca
- Bali





DESTINATION  
ZERO WASTE  
PROGRAMME

## OUR desired global IMPACT

- 13m kg of plastic and glass waste collected
- 7m kg of plastic and glass waste recycled
- 3m kg of plastic and glass waste upcycled
- 1,500 businesses engaged
- 1.3 million people participating in sustainable tourism experiences

• more than 14,000 people learning how

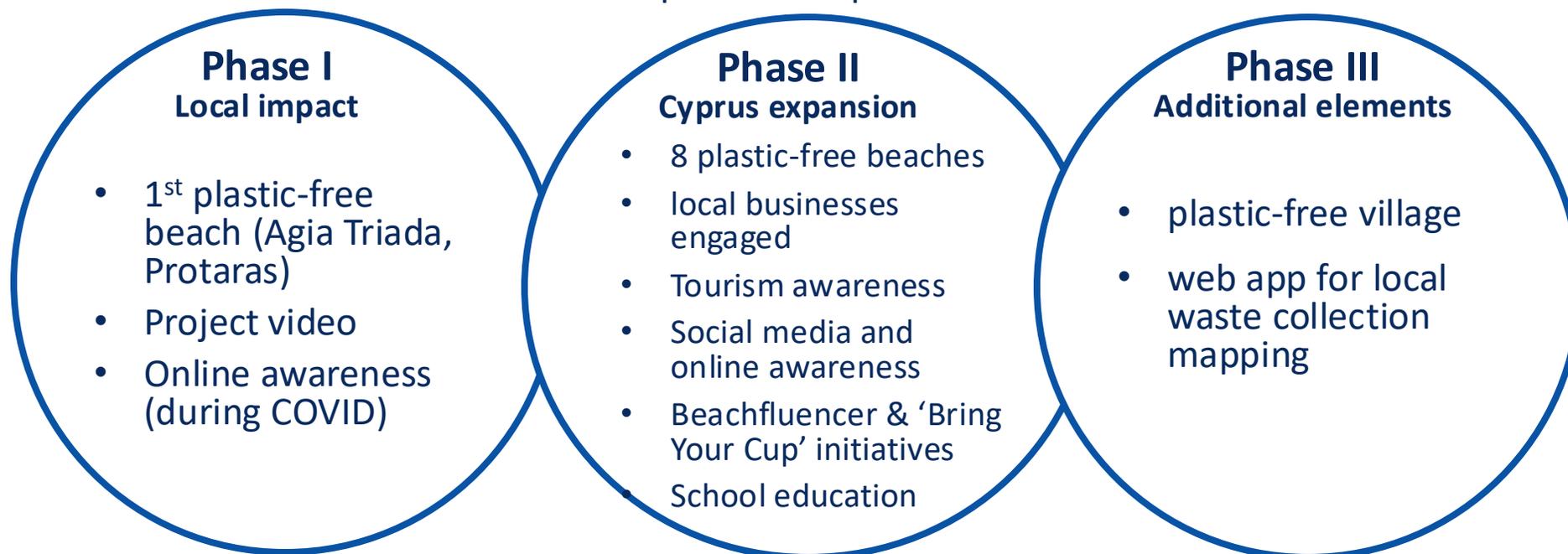


# Destination Zero Waste Cyprus



## Our Intervention

Together with Cyprus Sustainable Tourism Initiative (CSTI), we are bringing together tourism businesses, visitors, residents and municipalities to engage with the issue and deliver collective actions that will reduce the number of single-use plastics entering the waste stream and the marine environment. The project started in 2019 and is currently in its 3<sup>rd</sup> phase of implementation



# Destination Zero Waste Cyprus



## Plastic-Free Beaches & Villages

Concept whereby affiliate beaches receive a water station for refillable bottles, upcycled art or furniture and cigarette collectors. Beach clean-up campaigns organised. Plastic-free village to be



## Network

Beachfront businesses across the country commit to reduce plastic usage, receive toolkit and consulting

## Awareness Campaigns

Social media and online campaigns, project video, beachfluencer initiative, 'Bring Your Cup' campaign, waste-collection app



## Community Engagement

School presentations and awareness on single use plastics, upcycling workshops for schools and social enterprises

Under the Auspices:





# Our Impact in Cyprus

Achievements up to now:

- **More than 4.3m kg** of plastic waste avoided
- **More than 7,500 students** participating in interactive environmental education programme
- **Over 300 businesses** engaged including large hotels and restaurants
- **9 Plastic-Free Beaches** established
- **14 water stations** installed in plastic-free beaches, Pediaios River and one school
- more than **35 up-cycling workshops** delivered
- **“Bring your cup”** movement with more than **100 businesses** participating and more than **1,300 users**
- Several **awards won**
- **Plastic Free Beach & Beachfluencer** initiatives officially registered with the **European Union Intellectual Property Office**

# Plastic-Free Beaches In Cyprus



Field visit  
Sat 28/2

**Thank you!**

**Let's Keep our Sand and Sea Plastic Free!**

Helen Caron

Member of the BoT, TUI Care Foundation



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