



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

CSTI's
COLORFUL
ROADMAP

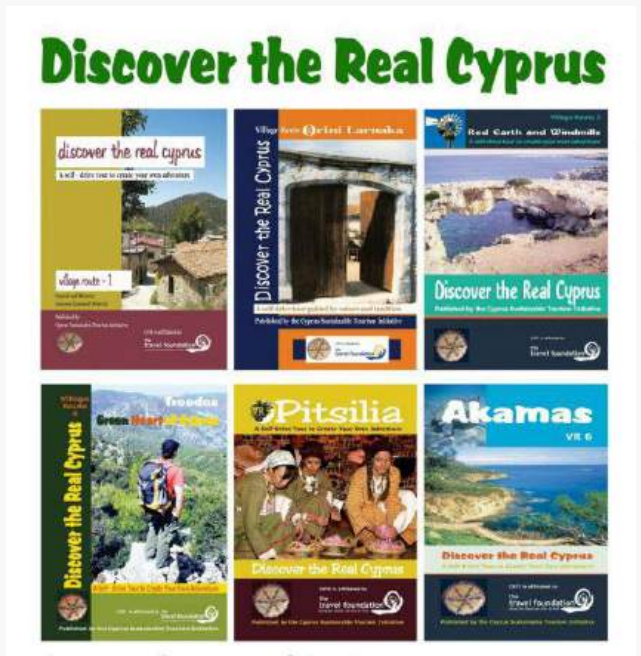


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CSTI was officially established.
Affiliated with the Travel
Foundation



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



For the first time the Cyprus Tourism industry
was mobilized
to plant almost 1000 trees after the
devastating fires at Fylagra



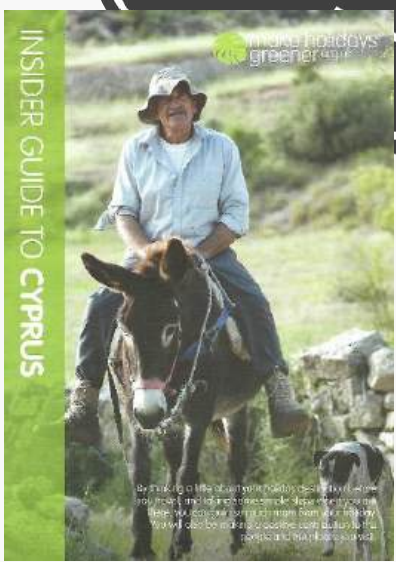
Water & energy saving project in the
hotel industry saved more than 1/2
million euro in water & energy in less
than 6 months



We organized The international Waste Management Conference with the University of Nicosia



May 14th-15th - "Waste Management: the Prospects within the Hospitality and Tourism Industry in Cyprus", Nicosia



Make Hotels Greener



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Plastic Reduction Initiative with Thomas Cook

2011-2012

Greening Cyprus Beaches



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

2013-2015



Waste Mapping

2013-present

Cyprus Breakfast



2014

Minimum Sustainable Standards (MSS)



Cyprus won the Silver Award as the "Best Destination for Responsible Tourism" at the WTM for the Minimum Sustainable Standards (MSS)

2015

2014-2015



Optimising All Inclusive Customer spend in the Paphos Economy



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**CSTI's Cooperation with the
Prince Albert II of Monaco
Foundation started**



**10 Year Celebration
with
'Sustainability is Culture'
Event**



**'Prevent Plastic in the Mediterranean Sea' -
Beyond Plastic Med Project awarded by the
Prince Albert II of Monaco Foundation**



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

2019



2019-2020

'Plastic Free Entertainment Cruises & Water Sport Activities' Beyond Plastic Med Project awarded by the Prince Albert II of Monaco Foundation



2019-2022

2020

'Keep Our Sand and Sea Plastic Free' Project launched – An initiative of TUI Care Foundation Delivered by Travel Foundation in partnership with CSTI



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



2020-2022



IUCN launched the Plastic Waste-Free Islands Med Project (PWFI) in Cyprus with CSTI in Collaboration with Together Cyprus.

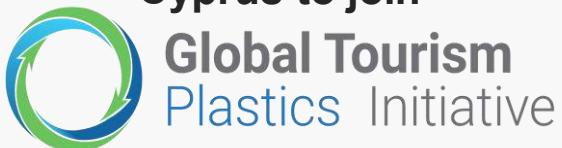
2021



'Keep Our Sand & Sea Plastic Free' Animation Release

2020

Proud Signatory of the Global Tourism Plastics Initiative - the first from Cyprus to join



2006-2021



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.

The best design proposals for the First Sustainable Park in Nicosia were awarded by CSTI, the University of Nicosia and the Municipality of Engomi followed by a symbolic tree planting.

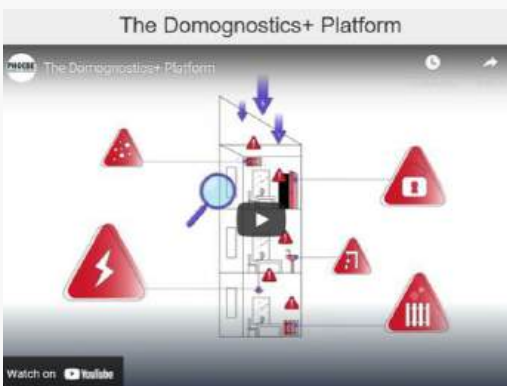


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Photo exhibition on the theme of 'Plastic Pollution - another threat to the beauty of our sand and sea & key contributor to environment degradation' in cooperation with the British High Commission in connection with COP26 which is touring the island



The Domognostics+ Platform is up & running with Semantically enhanced IoT - enabled Building Analytics and Diagnostics

The Consortium:

- PHOEBE Research & Innovation
- KIOS CoE
- CSTI

Proud Launch Partner & Signatory of the Glasgow Declaration on Climate Action in Tourism.

Domognostics+





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



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



Final Event
Thursday 17.2.2022
Melina Mercouri Hall, Nicosia



Panel Discussion with the subject "Tackling Plastic Pollution"



CYPRUS SUSTAINABLE TOURISM INITIATIVE

**“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!



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



Launch of 2nd 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.**



Upcycling Display



World Tourism Day Celebration: Rethinking Tourism

Tuesday 27.9.2022

Larnaka



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.



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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.



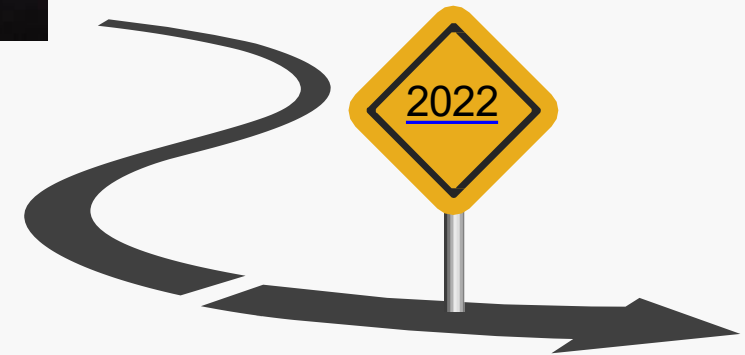
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2022 WTM World Responsible Tourism Awards London Monday 7.11.2022



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





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

**2
New
High Tech
Projects**

2022

2023



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



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The Beachfluencer New Initiative Launched March 2023:



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!



We are proud that sailor Marilena Makri, our youth Ambassador, is a Beachfluencer as well!



[Join us](#) &/or [Sponsor us!](#)
The Solution is in Our Hands!



CYPRUS SUSTAINABLE TOURISM INITIATIVE



**PLASTIC
FREE
BEACH**

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



Fondation
Didier et Martine
Primat

1st 'Plastic Free Beach' in Larnaka
3rd by the 'Keep our Sand and Sea Plastic Free' project
This is the 1st 'Plastic Free Beach' funded by
IUCN & the Fondation Didier et Martine Primat.



Award Ceremony



1st with Branding by CEF



Speakers of the day



Awareness raising artwork



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. Very proud of the project expanding along the coastal regions of Cyprus!



Launch Event Speakers



Display of Upcycling & Alternatives to plastic



Panel Discussion:
The role of tourism in plastic reduction





**PLASTIC
FREE
BEACH**

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



Fondation
Didier et Martine
Primat

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.



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– a beach that inspires its visitors to act for the reduction of plastic pollution.



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.



**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.



Upcycling Workshop for the youngsters



Live Link with Great Prizes

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

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” 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 bringyourcup.org.

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!

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

Grant # 4 Plastic Free Beach Ag. Tychonas – Next Slide

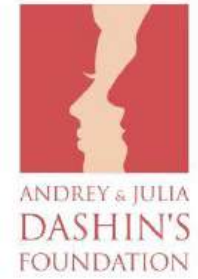




PLASTIC FREE BEACH

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



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



Award Ceremony



Live Link with Upcycling Workshops for the children



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REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM

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



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Well attended Conference with
Panel Discussion



& Photo Exhibition on display



Prominent Speakers



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



Sustainable Actions taken
for the Conference [Here](#)

Conference Proceedings [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

Partners:

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



Chairman presenting CSTI at the Meeting

2023

More Meeting Info [Here](#)



PLASTIC FREE BEACH

Award Ceremony & Launch of Aya Thekla Plastic Free Beach, Sotira, Famagusta Sunday 17.12.2023



The 6th 'Plastic Free Beach' of the 'Keep our Sand and Sea Plastic Free' network is funded by ETAP Famagusta.



Award Ceremony with Live Link Xmas Party with a purpose, Beach Clean-Up & Xmas Upcycling Workshop.



Enjoy a Tour of the 6th Plastic Free Beach!



Water Station, Smoking Area, Awareness Raising Signs & **New Addition** of Toybox Library to Borrow, Play & Return toys.



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**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!



Enjoy Highlights of 2023!



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



Prominent Speakers & an interested audience.



The 2 'tsattista' were written especially for this event.



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



Traditional Dance Performance



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



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**PLASTIC
FREE
BEACH**

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.



Award Ceremony



'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.



Plastic Free
Beach Distinction
Award



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**PLASTIC
FREE
BEACH**

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.



Award Ceremony



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!



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



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World Environment Day

Wednesday 5.6.24

4 Beach Clean-up Awareness Actions In Ayia Napa & Limassol



Let's come together to protect our environment
and preserve the beauty of our planet.

4 Beach Clean ups on World Environment Day



An initiative by:



Supported by:



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

Delighted to Celebrate World Environment Day with our member Mediterranean Beach Hotel!



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



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



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



**Clean Beaches, Happy Oceans:
Join Our World Ocean Day Beach Clean-Ups!**



Leonardo Cyprus Bay & Leonardo Plaza Cypria Maris

Poseidonia Beach Hotel



Thrilled to Celebrate World Oceans Day with our New Members Leonardo Plaza Cypria Maris Beach & Leonardo Cypria Bay!

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





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!

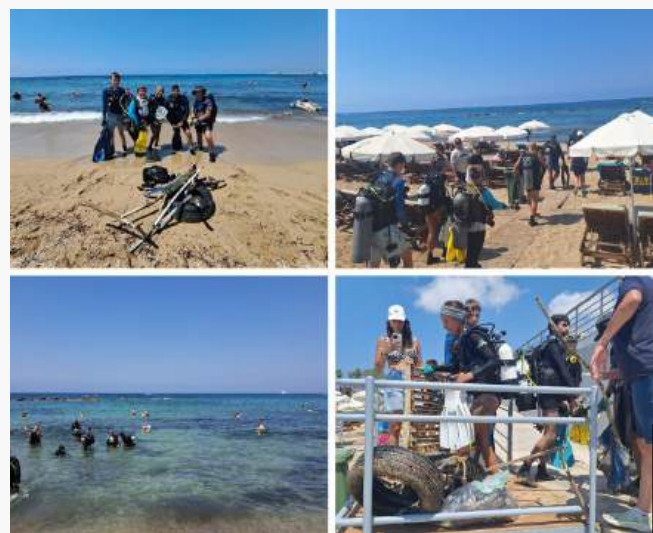


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Live Link
Sunday 11.08.2024
Sodap Plastic Free Beach, Pafos
Another Successful Summer Party
with a Purpose:
Raising Awareness About Plastic Pollution.



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!



We are very grateful to Cydive for for partnering with us to conduct a powerful sea clean-up alongside our land clean-up!



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.



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"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



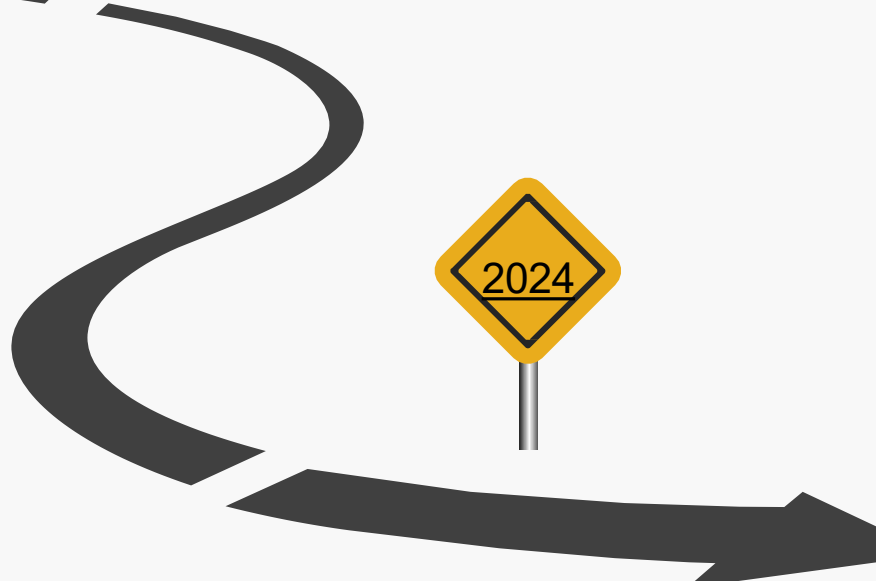
Pediaios: A River, A Vision of Sustainability
 Through 84 unique initiatives, we highlighted the beauty and value of the Pedaios River, transforming it into a living mosaic of nature, culture, and collaboration. A mosaic of diverse people joined forces for a common goal, sending a powerful message: Pedaios can and should remain a reference point for Cyprus!



Closing Ceremony



Upcycling Workshops



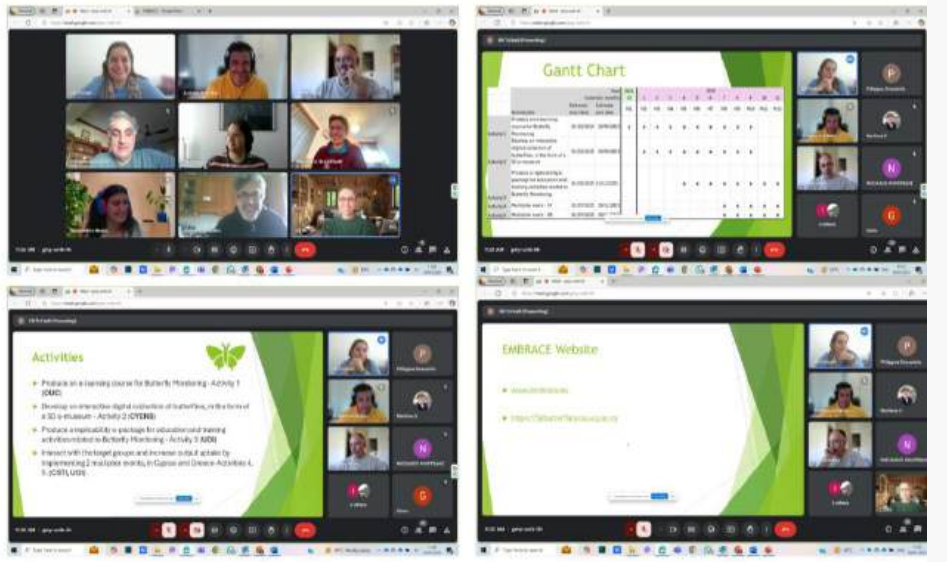
Four new water stations installed!


1^ο ΑΕΙΦΟΡΟ ΦΕΣΤΙΒΑΛ ΠΕΔΑΙΟΥ
...ροή ζωής!

29 ΟΚΤΩΒΡΙΟΥ – 3 ΝΟΕΜΒΡΙΟΥ 2024
 Διοργανώνον:  Γραφείο Επιτρόπου Περιβάλλοντος και Ευημερίας των Ζώων Σε συνεργασία:  ΚΥΠΡΙΑΚΟΣ ΣΥΝΔΕΣΜΟΣ ΑΕΙΦΟΡΟΥ ΤΟΥΡΙΣΜΟΥ

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

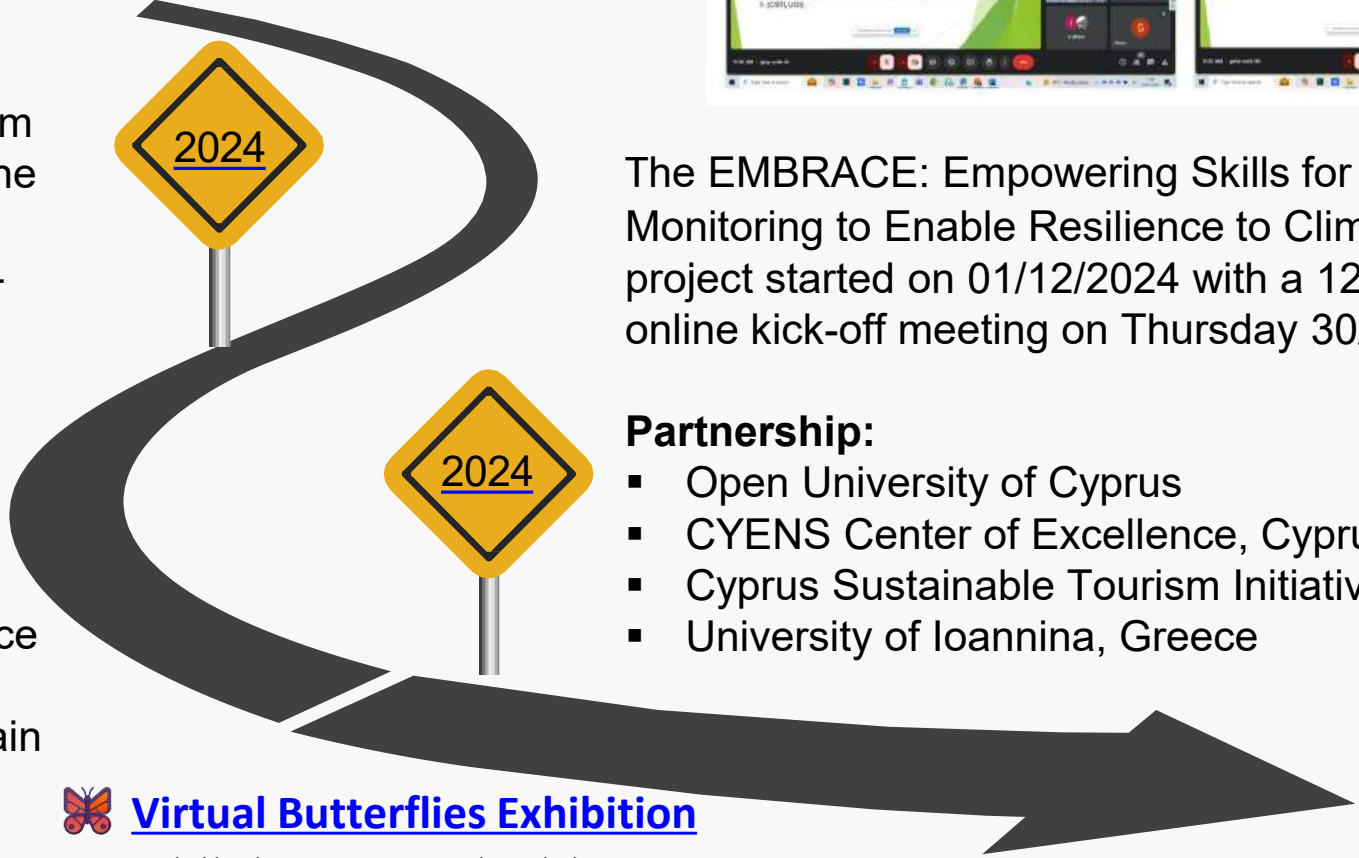
2 New Projects



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

Virtual Butterflies Exhibition

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





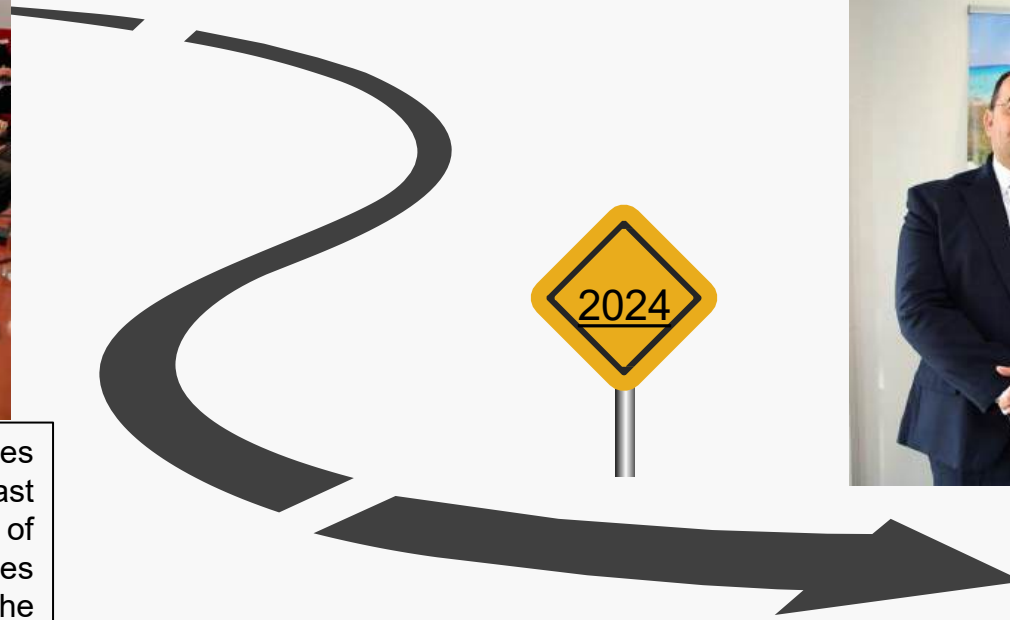
2nd Pancyprrian Climate Change Conference: Tourism in the era of climate change: Challenges and innovative approaches

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.



ΥΠΟΥΡΓΕΙΟ ΓΕΩΡΓΙΑΣ
ΑΓΡΟΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ
ΚΑΙ ΠΕΡΙΒΑΛΛΟΝΤΟΣ



ΤΜΗΜΑ
ΠΕΡΙΒΑΛΛΟΝΤΟΣ



ΓΡΑΦΕΙΟ
ΕΠΙΤΡΟΠΟΥ
ΤΟΥ ΠΟΛΙΤΗ

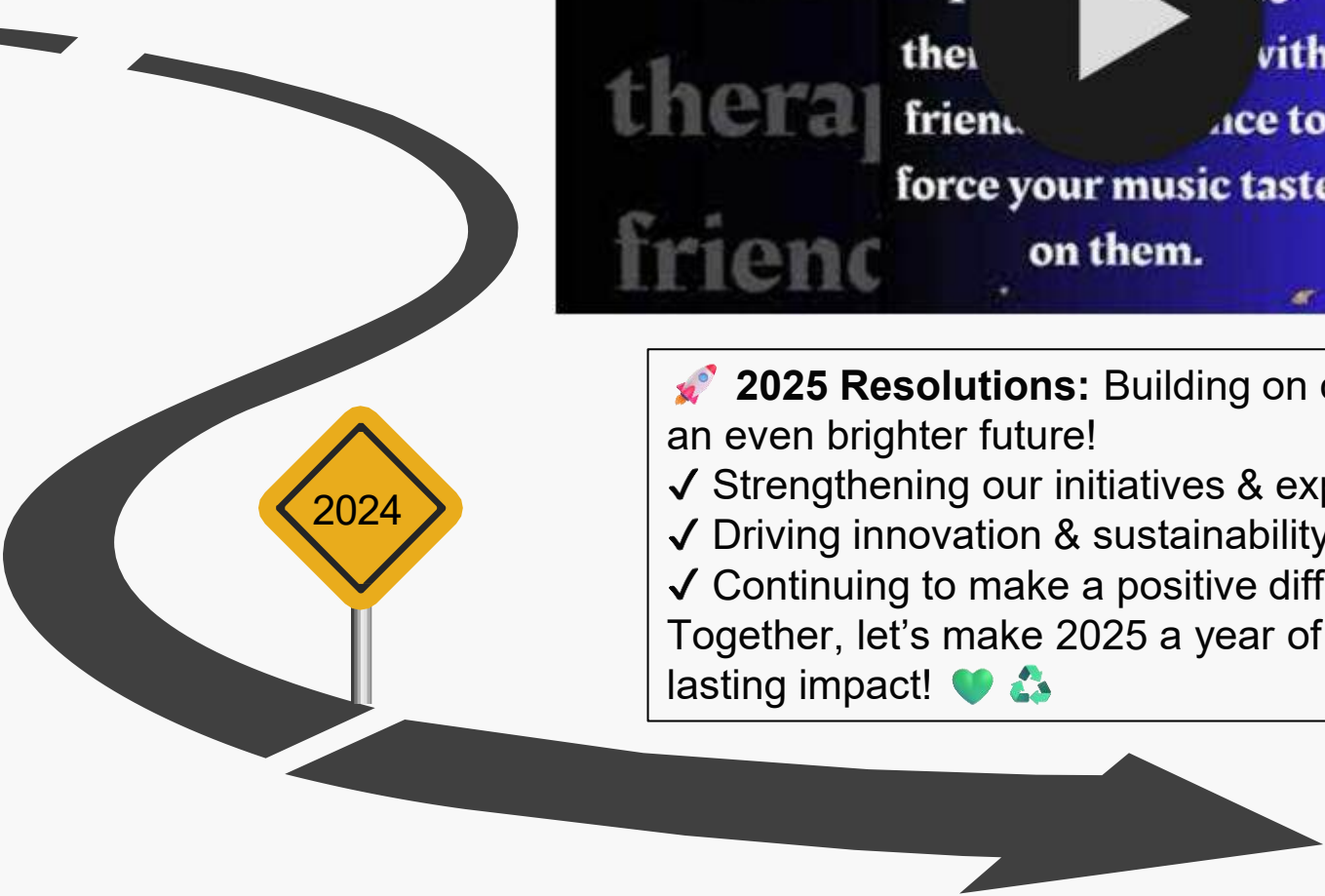


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2024 Highlights & 2025 Resolutions

☀️ **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



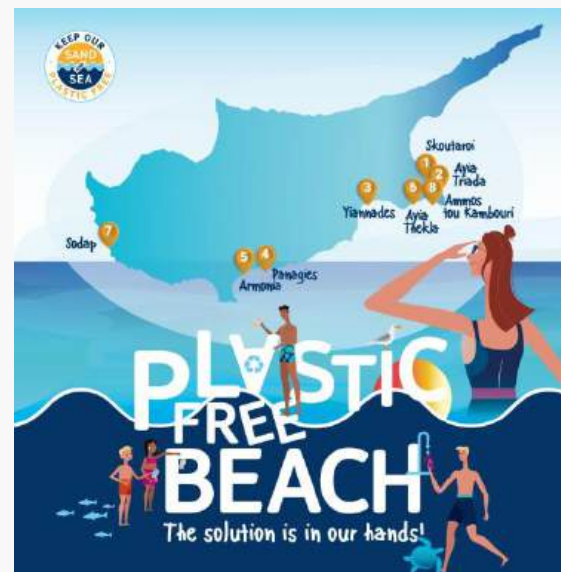
A heartfelt thank you CEF for these grants, empowering us to drive meaningful change. Your trust fuels our mission for a more sustainable future!

Grant # 5 Empowering the Bring Your Cup Initiative

18-month duration starting 1/6/24

Grant # 6 Empowering Plastic Free Beaches in Cyprus project

12-month duration starting 1/1/25



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

12-month duration starting 1/9/25



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

[Sign Up Here](#)

We're expanding -
stay tuned!



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



📖 In the classroom – raising awareness on plastic pollution



🌿 In action – cleaning the Pediaios River for a greener tomorrow



Together, every step counts! 💪 ❤️





PLASTIC FREE BEACH

BEACHfluencer

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!

Visit # 2 - Alion Beach Hotel



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



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



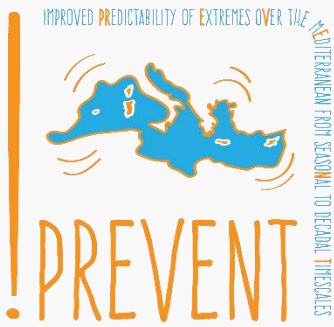
Introducing “Bring Your Cup”! The press received reusable mugs as part of our sustainability initiative.

Visit # 5 - Hadjigiorkis Flourmill Museum



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



CULTMED

Sustainable Cultural Tourism
on the Mediterranean

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



Co-funded by the European Union
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1st National Focus Group
at the Lordos Beach Hotel & Spa in Larnaca



Co-funded by the European Union
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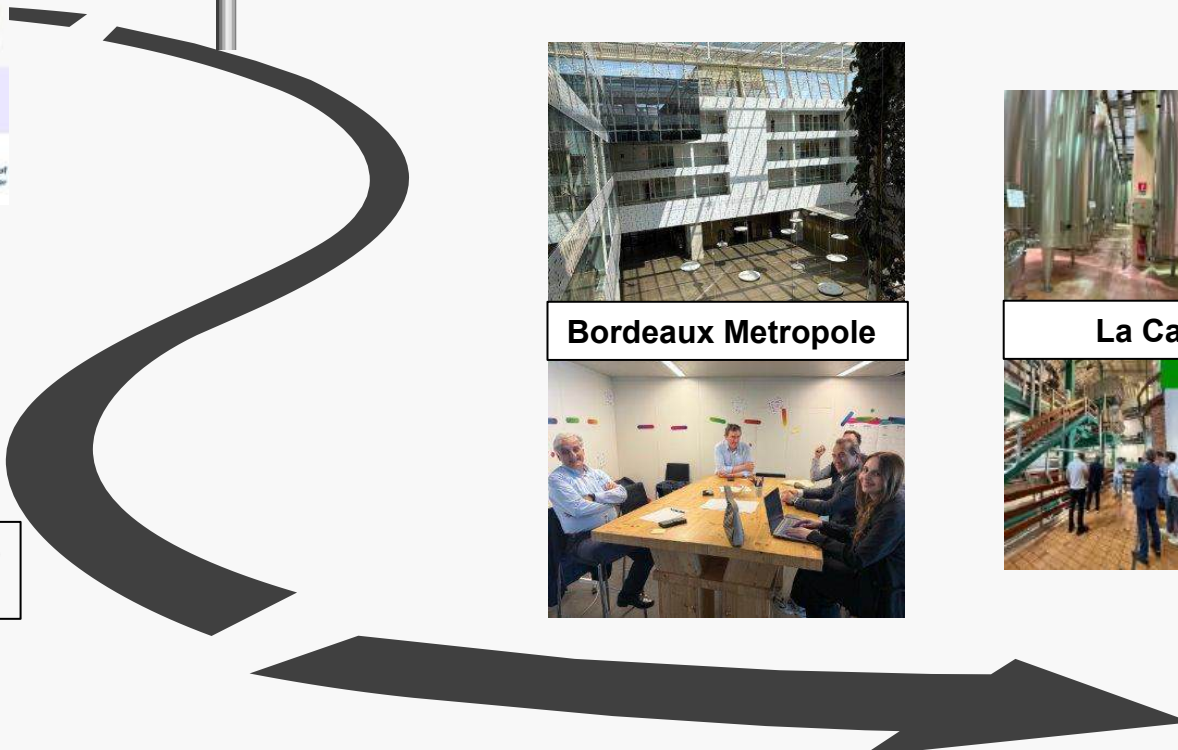
2nd National Focus Group
at the Hadjigiorkis Flourmill Museum in Frenaros village



3rd Focus Group - Cyprus
02.05.2025

Co-funded by the European Union
Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

3rd National Focus Group
at the University of Nicosia



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



Bassins de Lumieres



La Cité du Vin



Bordeaux Metropole



La Cave de Gan-Jurançon





Join the buzz!
Bring Your Cup Live Link
with Klik FM at the University of Nicosia
SUSTAINABILITY STARTS WITH YOU



Students joined in with enthusiasm, participating in environmental quizzes and winning Bring Your Cup reusable cups!



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

An Initiative by



Supported by



JOIN NOW bringyourcup.org





PLASTIC FREE BEACH

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



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



“Rethink Your Plastic 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.



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



An initiative by:



Supported by:



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



PLASTIC
FREE
BEACH

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

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**.



Celebrating 10 Years of BeMed



Beach Clean-up at
Lordos Beach Hotel:
A Powerful Act of Unity

World Environment Day Thursday 5.6.25

6 Beach Clean-up Awareness Actions Ayia Napa, Protaras, Larnaka & Limassol



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



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



Joined **Nissi Beach Resort** for their annual clean-up, making strides toward cleaner coasts.



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.



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



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



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

Beach vibes with purpose: a day of energy, excitement, and fun through our live link with Rock FM Cyprus, featuring music, competitions, and great prizes.



3 Winners, 3 Prizes: Accommodation • Cruise
• Beachfluencer Cap & Reusable Water Bottle



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



Live Link
Saturday 09.08.2025
Mackenzie Beach, Larnaka
 Another Successful Summer Party
 with a Purpose:
 Raising Awareness About Plastic Pollution.



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

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



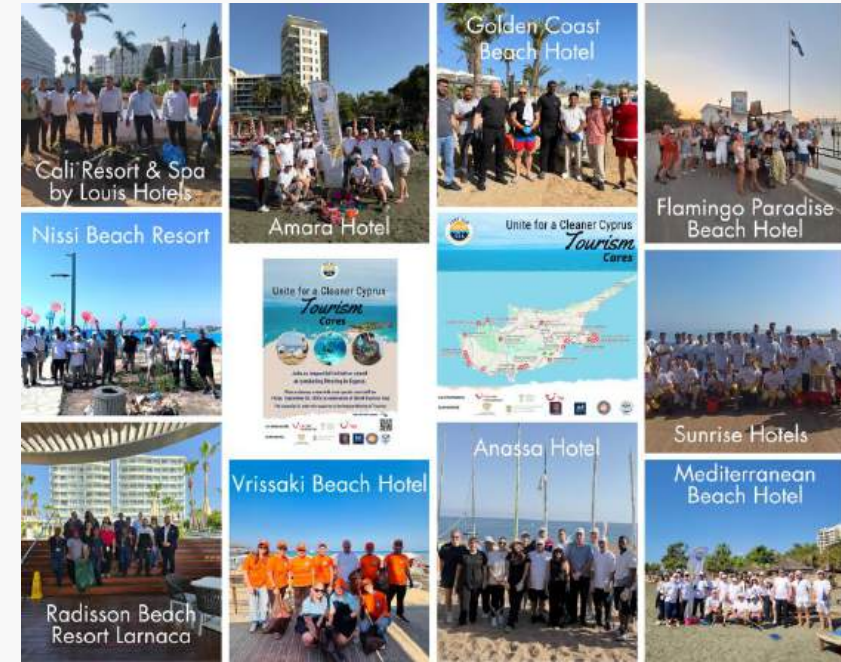
Upcycling Workshop
 Stunning creation
 gave new life to waste
 materials.

Tourism Cares: Unite for a Cleaner Cyprus

In celebration of **World Tourism Day 2025 (#WTD25)**, the *Tourism Cares: Unite for a Cleaner Cyprus* initiative brought together **75 tourism businesses, 1,500 staff, and 750 hotel guests** in a large-scale effort to clean coastal and public areas across Cyprus — **removing over 2.3 tonnes of waste!**

🌿 **When Tourism Cares, Nature Wins!**
World Tourism Day 2025 celebrates “*Tourism and Sustainable Transformation*,” highlighting tourism’s power to drive positive change and build a more inclusive, resilient, and sustainable future.

❤️ **Heartfelt thanks** to all participating hotels, businesses, and volunteers — and to the **Deputy Ministry of Tourism** for their valued support.
Together, we’re creating a cleaner, greener Cyprus!



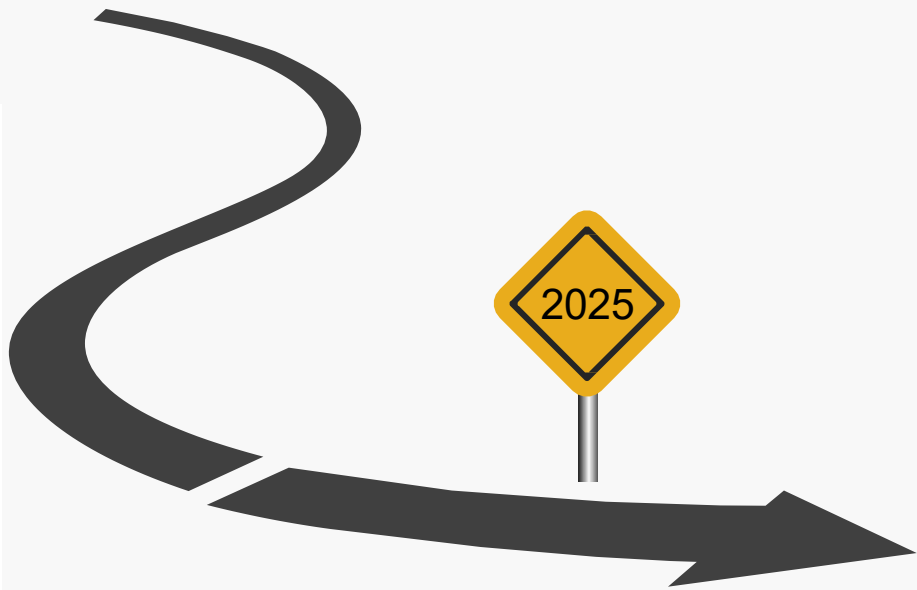
32nd Volunteerism Week

Clean-Up & Tree Planting Action | Korakou

Volunteers, partners, and supporters united in Korakou for a Clean-Up and Tree Planting, demonstrating their strong commitment to protecting the environment.

Impact:

- Cleaner public spaces
- Trees planted for a greener future
- Stronger community spirit through collective action
- Enhanced collaboration with partners & supporters



As a proud member of the Pancyprian Volunteerism Coordinative Council, CSTI contributes each year to Volunteerism Week with impactful, hands-on environmental activities alongside our partners.

RE-Merry Christmas 3rd edition - The Other Market
Poseidonia Beach Hotel, Limassol



Inspiring Change: Upcycling & Awareness-Raising Booth

Water Scarcity & Clean-Up Culture | Panel Discussions
CSTI & the Keep our Sand and Sea Plastic Free – Destination Zero Waste Cyprus & Greece project actively participated in expert panel discussions.

Key Messages:

Philippos Drousiotis, CSTI Executive Chairman

- Highlighted the impact of mass tourism on natural resources
- Emphasized the need to balance **economic growth and environmental protection**

Panagiota Koutsofta, CSTI Senior Project Manager

- Presented the project's impact in reducing plastic pollution
- Promoted a shift away from single-use plastics
- Encouraged citizens to become active agents of change

Takeaway

Collaboration, awareness, and responsible tourism are key to protecting the Mediterranean's natural resources.





PLASTIC FREE BEACH

Plastic Free Beach Wins Sustainable Development Award



Award Recognition

The **Plastic Free Beach** initiative received a Cash Prize at the Sustainable Development Awards for NGOs, held at the Presidential Palace, in recognition of its contribution to the UN Sustainable Development Goals (SDGs) in Cyprus.



CSTI is proud to stand among the NGOs recognised for their valuable contributions.



Why It Matters
Plastic Free Beaches transform coastlines into spaces for:

- Environmental education
- Awareness and inspiration
- Reduction of single-use plastics
- Adoption of sustainable habits beyond the beach

Project Framework
Plastic Free Beach is part of the *Keep our Sand and Sea Plastic Free – Destination Zero Waste in Cyprus & Greece* by TUI Care Foundation & CSTI.





Schools for Change: Leading the Plastic Free Movement project

Primary Schools of Frenaros & Pegeia

Educating the Next Generation for a Plastic-Free Future Why It Matters

- Plastic pollution threatens **our oceans, wildlife, and human health.**
- Real change begins with **knowledge — and with students.**

Our School Education programme

Through interactive school visits across Cyprus, we:

- Raise awareness of plastic pollution and its real impacts
- Inspire students to become active citizens and problem-solvers
- Turn waste into art through creative upcycling workshops



Schools for Change: Plastic Free School in Pegeia
As part of our Plastic Free Schools initiative, the programme was buzzing with excitement and active participation from 350 students!
The 6th graders took part in an upcycling workshop, proudly creating and presenting their Easter upcycling baskets, filled with creativity, fun and eco-friendly spirit.



Empowering the Next Generation
Against Plastic Pollution!



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Schools for Change Agios Athanasios: Leading the Plastic Free Movement project



Launch & Initiative
We are thrilled to unveil a new water station and distribute reusable bottles to all students and staff at A' Primary School of Agios Athanasios in Limassol.

This milestone is part of our Plastic Free Schools initiative, supporting a shift towards a plastic-free school environment.



Student Engagement & Impact
The opening ceremony was filled with energy and creativity, led by the students themselves.

- 5th & 6th graders welcomed guests and presented their posters
- The Ecological Committee introduced new school rules
- Students performed a poem and song to mark the occasion

These young changemakers are not just learning — they're taking action for a plastic-free future.



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European Conference on Sustainable Tourism – Celebrating 20 Years of CSTI Leadership in Sustainability (2006-2026) Friday 27.02.2026

Under the auspices of:

CY2026.EU
CYPRUS PRESIDENCY
OF THE COUNCIL OF THE EU



A Highly Attended Conference with
300+ Participants



Participants United at Filoxenia



Expert Voices. Shared Vision.
Real Impact.

2 Panel Discussions with Local &
International Perspectives



Driving Sustainable Tourism At
The Local Level: Public-private
Perspectives & Practical Solutions



Artwork 'The Birth of Aphrodite':
12 students transform 450 beach plastic
bottles into art for the conference



Reclaimed doors creatively
repurposed to represent
the UN SDGs on display
by Poseidonia Beach Hotel



This is a paperless, plastic free Zero-Waste Conference

No printed programmes
No single-use plastic bottles
No unnecessary waste

Local products
Encouraged car-sharing
Transport for students

The decorative trees at the
stage will be planted in Nature
One tree will be planted for
every present delegate

The panel chairs are upcycled
and made from 175 kilograms
of recycled plastic
by DERSON

The upcycled artwork 'The Birth
of Aphrodite' is created by 12
students and their art teacher
Vangelis Evangelou, Athienou High School

In collaboration with Lelantus
Innovations and Phoebe Research &
Innovation, the Indoor Air Quality is
monitored and enhanced during all
Cyprus Presidency events at Filoxenia
Conference Centre, including this
conference.



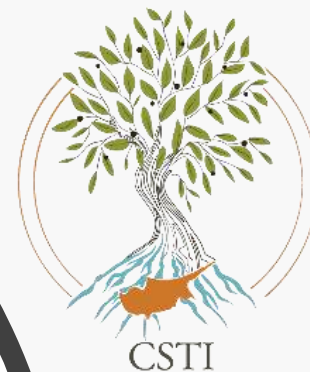
Building Tourism Resilience
Through Local, Mediterranean,
European & Global Synergies

Explore the Conference [Here](#)



**Thanks for joining us on our
exhilarating ride!**

**We look forward to continuing our
Action packed journey towards a
More Sustainable
&
More Responsible
Future
Together!**



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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: info@csti-cyprus.org

Website: www.csti-cyprus.org

Facebook: [Cyprus Sustainable Tourism Initiative](https://www.facebook.com/CyprusSustainableTourismInitiative)

Instagram: [cysustainabletourisminitiative](https://www.instagram.com/cysustainabletourisminitiative)

LinkedIn: [Cyprus Sustainable Tourism Initiative](https://www.linkedin.com/company/cyprus-sustainable-tourism-initiative)

YouTube: [Cyprus Sustainable Tourism Initiative](https://www.youtube.com/channel/UCyprus-sustainable-tourism-initiative)

X: [CSTI @CySustTourism](https://twitter.com/CSTI_CySustTourism)

Hashtag: [#LeadingSustainableTourisminCyprus](https://twitter.com/hashtag/LeadingSustainableTourisminCyprus)