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TOURISM  
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***Philippos Drousiotis***  
***Chairman CSTI***

Sustainable Mobility for Sustainable Tourism

6 October 2022



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## *Brief Introduction of CSTI*

### Sustainable Mobility for Sustainable Tourism

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CSTI's  
COLORFUL  
ROADMAP

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CSTI was officially established.  
Affiliated with the Travel Foundation

2006

2006-  
2010

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

2007

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

2008

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

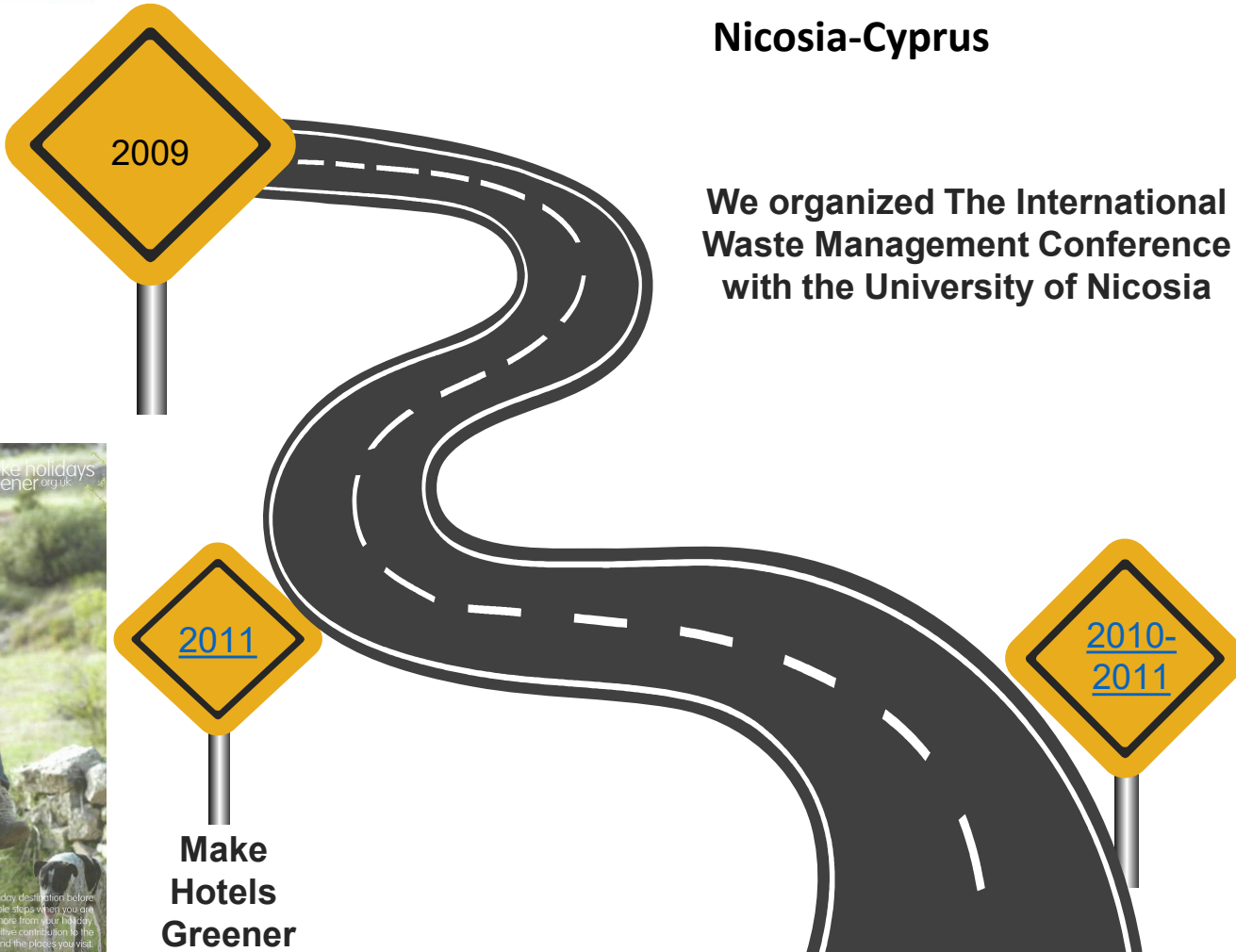
## Discover the Real Cyprus





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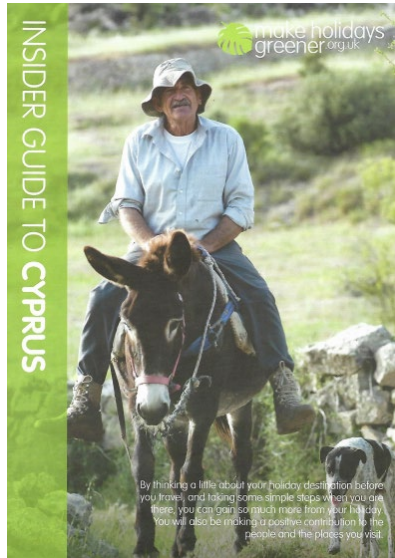
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We organized The International Waste Management Conference with the University of Nicosia



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



**Make Hotels Greener**



**Plastic Reduction Initiative with Thomas Cook**

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Greening  
Cyprus  
Beaches



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

2011-  
2012

2013-  
2015

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

Waste Mapping



2013-  
present

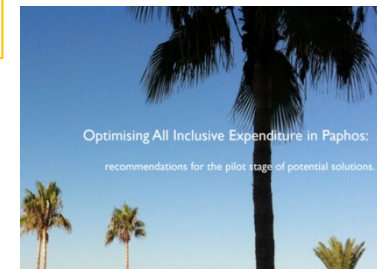


Cyprus Breakfast



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



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

'Plastic Free Entertainment Cruises & Water Sport Activities'

Beyond Plastic Med Project awarded by the Prince Albert II of Monaco Foundation

'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



TUI CARE FOUNDATION

theTravel Foundation





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



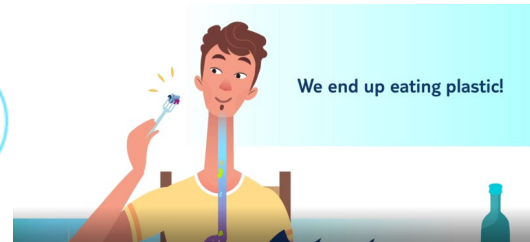
## SUSTAINABLE FUTURE

"in every crisis there is an opportunity"



15 Year Celebration with '1<sup>st</sup> Online International Conference 'Sustainable Future – In Every Crisis there is an Opportunity'

'Keep Our Sand & Sea Plastic Free' Animation Release



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

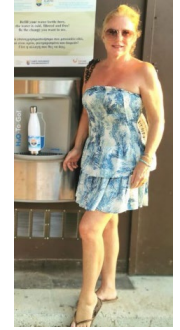


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Memorandum of Understanding (MOU) signed with the Commissioner of the Environment

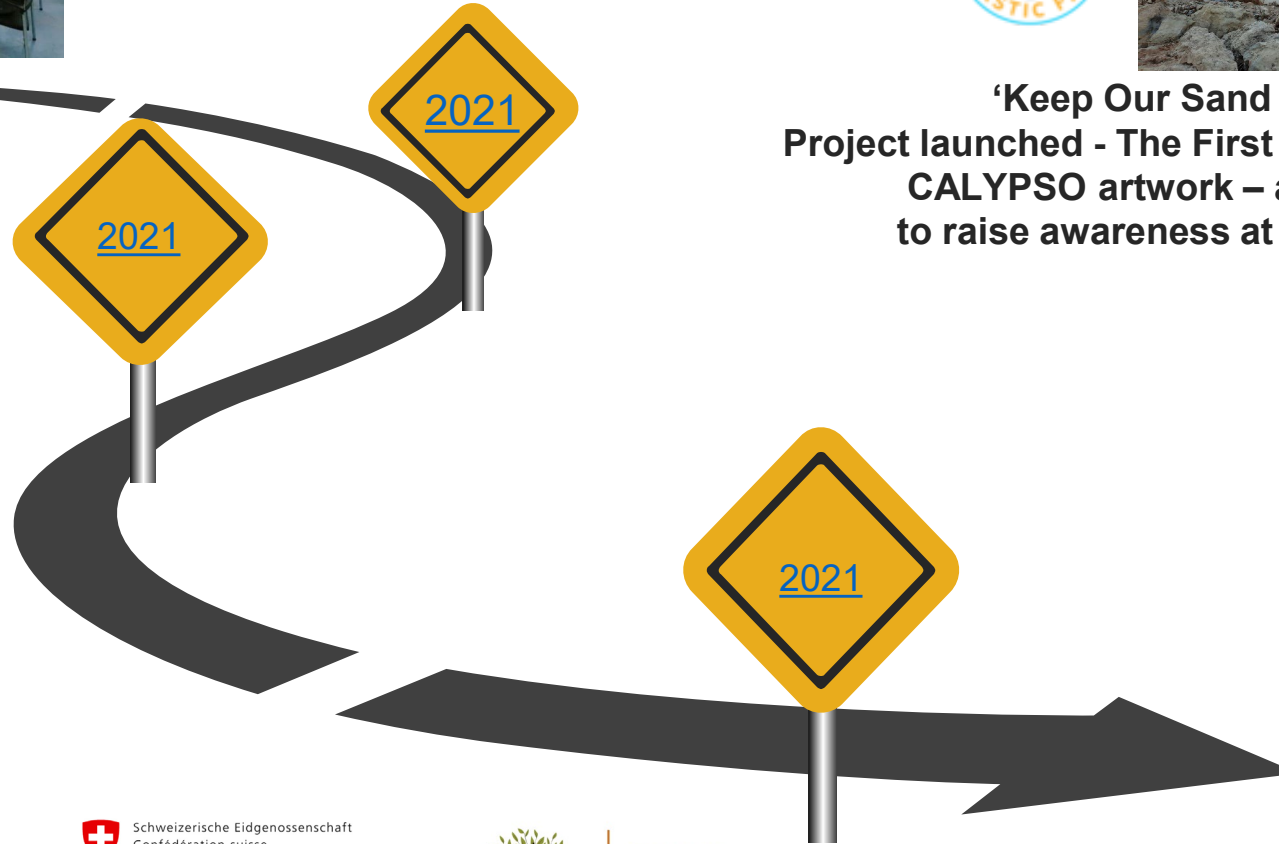


'Keep Our Sand And Sea Plastic Free'

Project launched - The First Plastic Free Beach & unveiled the CALYPSO artwork – a turtle made from waste – to raise awareness at Aya Triada Beach, Cyprus



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



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



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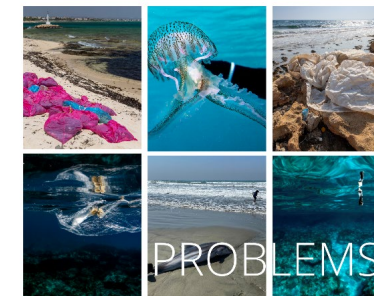
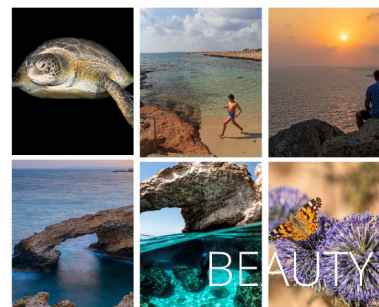
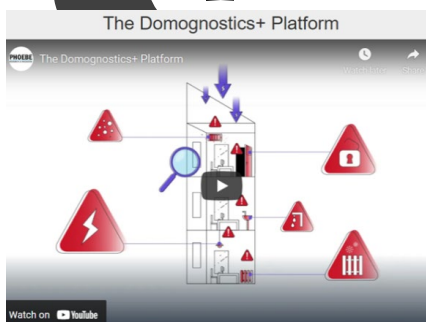
Photo exhibition on the theme of  
 ‘Plastic Pollution- another threat to the beauty of our sand and sea & key contributor to environment degradation’  
 in cooperation with the British High Commission in connection with COP26 which is touring the island



Domognostics+



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.



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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.



Final Event  
Melina Mercouri Hall, Nicosia  
Thursday 17.2.2022



Panel Discussion with the subject  
“Tackling Plastic Pollution”



Successful Pedieos River  
Clean-Up Campaign with the Plastic  
Waste Free Islands Project  
Wednesday 16.2.2022

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Phase I was wrapped up with **great results!**

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



**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**

**“Keep Our Sand And Sea Plastic Free”  
Project Celebration  
Wednesday 1.6.2022  
Malama Beach Holiday Village**



**Launch of 2<sup>nd</sup> Plastic Free Beach at Skoutari Beach, Paralimni 'NEFELI' aims to raise awareness regarding the burning issue of plastic pollution in our seas.**







**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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## *The Issue of Sustainable Mobility*

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## The EU Green Deal :

- reduction of CO<sub>2</sub> emissions by 55% by 2030
- 100% reduction by 2050.

Sustainable Mobility in tourism will contribute towards our efforts to reduce carbon emissions

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## The Carbon Footprint of Tourism

**The mass tourism industry contributes to the production of carbon emissions.**

Tourism produces about **8% of the overall CO<sub>2</sub> emissions**, and this percentage is constantly growing.

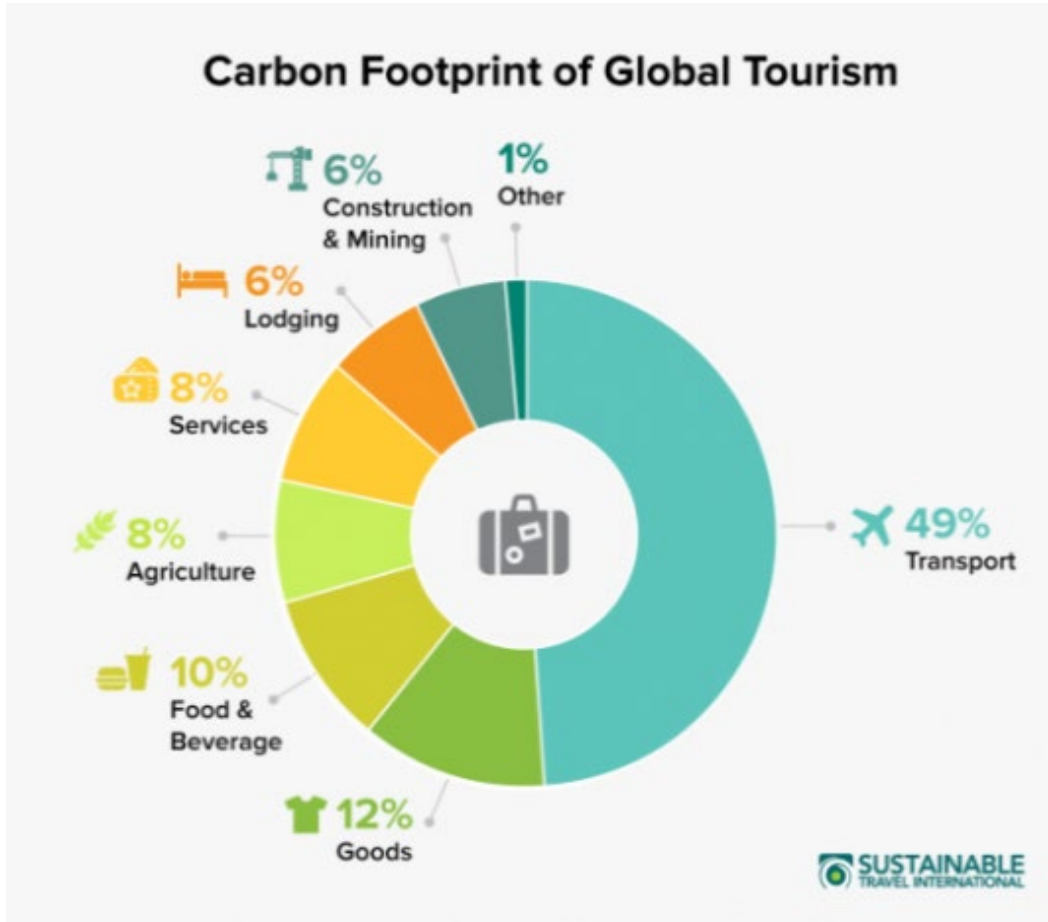
**Transportation: almost half of the total emissions are produced during travel**

Increasing cultural exchange and the generated profit are among the positive consequences of tourism however the danger of **CO<sub>2</sub> emissions** exists and needs to be addressed .

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This graph shows the different activities that contribute to tourism's total carbon footprint. Data Source: Nature Climate Change (2018)

## Carbon Footprint of Tourism

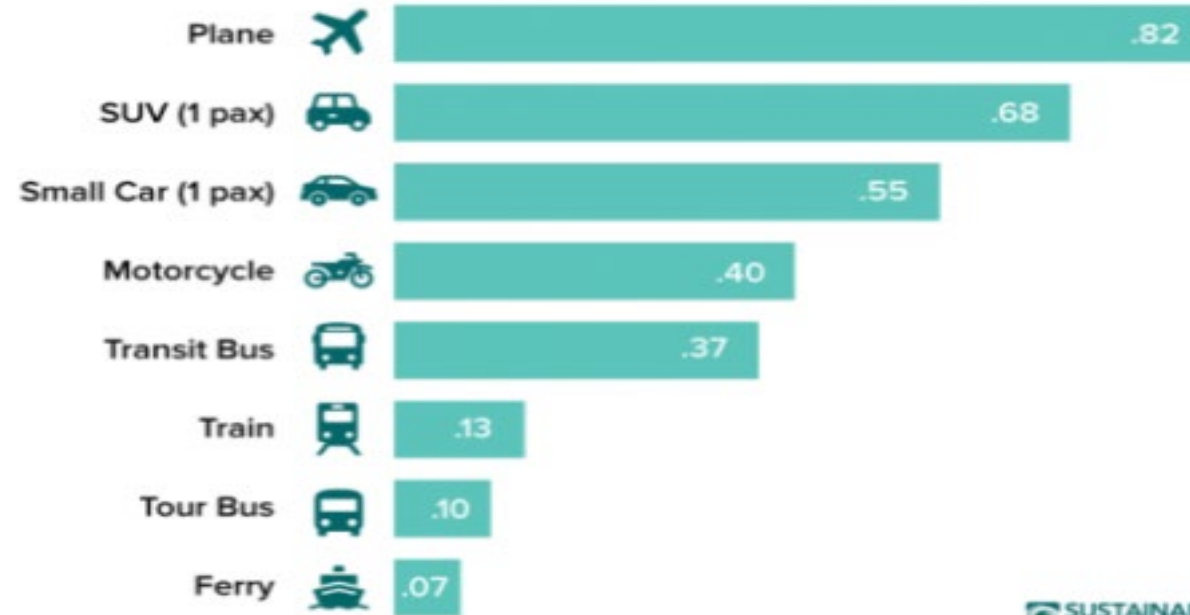
Tourism is responsible for roughly 8% of the world's carbon emissions.

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## Emissions by Mode of Transport

pounds of CO2e emitted per passenger per mile



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- Transports are the main cause of global warming in tourism.
- 49% of the emission is produced **during travel**.
- The most polluting means of transportation are airplanes. These are followed by autos and motorcycles.
- Touristic busses, trains, and ferries have a lower impact.

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- An efficient transport system in 2022 is a sign of civilization, an essential tool for economic and social development.
- Tourism Destinations should encourage the use of public transportation, and also develop the infrastructure that encourages walking and the use of bikes
- We need to change our behavior by educating people both locals and tourists

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- **Sustainability and low-carbon choices are increasingly important values for the tourists.**
- **Tourism Destinations want Travellers to move from one place to another in a carbon-neutral way**

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- ❖ Public transport and tourism companies need to promote combined tickets in addition to finding completely new solutions.
- ❖ Utilizing the potential of bus connections and commuter trains – stations as service and tourism hubs
- ❖ Service development based on the knowledge of tourist mobility and travel chains – data collection procedures, measuring carbon footprint, compensating solutions
- ❖ Sustainable arrival in natural destinations – solutions of public transport and electric mobility

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In tourism, there are basically two types of transport needed:

- I. Movement to the tourism destination
- II. Discovery/enjoyment of the destination

The role of the travel operator is crucial in both cases as a representative of the destination.

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## How do you define sustainable mobility?

According to the International Institute for Sustainable Development (IISD) “Transport is a crucial driver of economic and social development and Transport Infrastructure connects people to work, to education, to health care and to each other. Transport enables global trade, and global tourism”

Transport contributes to air pollution and climate change.

- \* the transport infrastructure has serious impacts on ecosystems.
- \* **Transport accounts for about 64% of global oil consumption**
- \* **27% of all energy consumption and**
- \* **23% of global energy-related carbon dioxide (CO<sub>2</sub>) emissions.**

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- MIT (Massachusetts Institute of Technology) scholars on behalf of the WBCSD (World Business Council for Sustainable Development) defines sustainable mobility as

**“the ability to meet society’s needs for free movement, access, communication, trade and relationships without sacrificing other essential human and ecological values now and in the future”.**

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Sustainable mobility aims to reconcile the right to mobility with the need to reduce the negative impacts associated with it. In general, the transport system can be defined as sustainable when it:

- allows easy access to places, goods and services;
- satisfies the needs of different categories of users and does not compromise the use of land for future generations;
- it is compatible with the health and safety of the population;
- promotes community education and participation in transport decisions – involves experts in an integrated planning process;
- respects environmental integrity and promotes economic well-being.

Source ISPRA glossary <http://Source ISPRA glossary https://www.isprambiente.gov.it/files/mobility-manager/glossario>

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**Transport accounts for around one-fifth of global CO<sub>2</sub> emissions. But where do these emissions come from, and how might they change in the coming decades?**

**Road travel** accounts for three-quarters of transport emissions. Most of this comes from passenger vehicles – cars and buses – which contribute 45.1%. The other 29.4% comes from trucks carrying freight.

Since the **entire transport sector** accounts for 21% of total emissions, and road transport accounts for three-quarters of transport emissions, road transport accounts for 15% of total CO<sub>2</sub> emissions.

**Aviation** – while it often gets the most attention in discussions on action against climate change – accounts for only 11.6% of transport emissions. It emits just under one billion tonnes of CO<sub>2</sub> each year – around 2.5% of total global emissions. International **shipping** contributes a similar amount, at 10.6%.

**Rail travel** and **freight** emits very little – only 1% of transport emissions. **Other transport** – which is mainly the movement of materials such as water, oil, and gas via pipelines – is responsible for 2.2%.

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## Benefits from Sustainable Mobility

- For a better quality of life
- Cost Savings
- Advantages for the environment and our health
- Obstacle-free travel: Improved accessibility
- Effective use of resources
- Gaining the acceptance of society
- Preparing better designs
- Effective fulfilment of our legal obligations
- Exploiting synergies, multiplying correlations
- More competitive cities, more funding
- Planning in times of stormy changes

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## *CSTI & Sustainable Mobility & the Way Forward*

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## What is a "green" beach?

**"Green" beach** = A sustainably managed recreational beach

A medium to high intensity recreational beach that is trying to embed some aspects of sustainability into its planning framework, to allow for leisure and economic development, whilst still conserving the natural resource for future generations.



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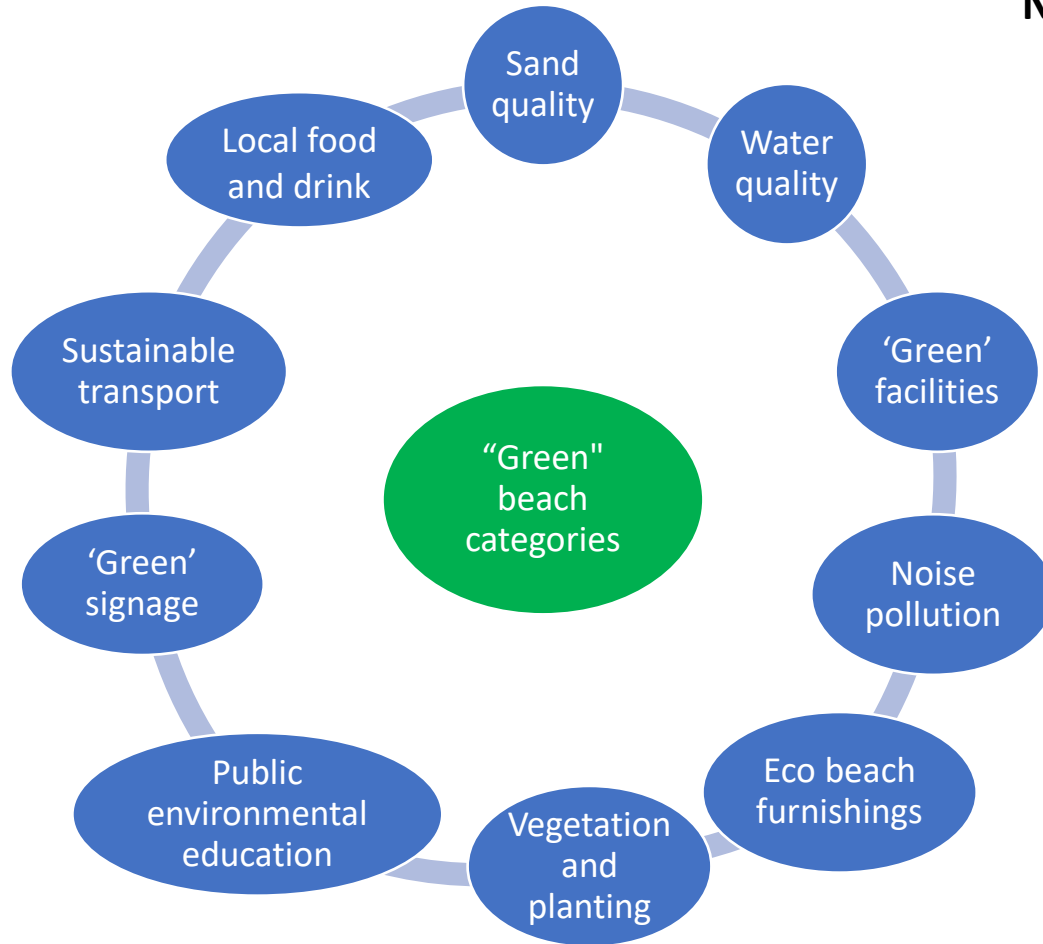
The Handbook



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## “Green” beach implementation plan

The “green” beach standards for Cyprus are housed within a list of 10 categories

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## ➤ **CRITERIA 9: Sustainable Transportation**

**Introduction:** *Transport does not immediately affect the beach environment, but people's transport to the beach should be considered for holistic 'green' beach strategy, and to create momentum around the 'green' issue across Cyprus.*

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- ***Transport is important to many holidaymakers in Cyprus, but common transport options include carbon-intensive mopeds, quads and buggies which can also cause significant noise pollution***

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## Criteria 9 Sustainable transport

### Aim

Awareness of sustainable means of transport and their gradual adoption by beach users

### Actions

Enhance cycling provision

Recommendation for infrastructural changes supported by information and promotional activity

Improve accessibility to the beach



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➤ **Suggested activities**

**Bus:** Ensure that up to date bus timetables are available at beach side bars and restaurants and are displayed on beach notice boards. When running events (i.e. beach cleans or local food events), ensure that the routes and frequencies are clearly included in the details of how to get the beach.

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- **Walking:** Is the beach within walking distance of the local town or any hotels? If so, promote safe walking routes using information leaflets or branded maps (digital versions)

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- **Cycling:** Cycle hire is a pleasant, economical and low impact way to travel –promote safe cycling routes using information leaflets and branded maps (digital versions). Ensure that facilities meet cyclists’ needs when they arrive! It is recommended that all ‘green’ beaches have parking available for at least 10 bicycles. Ideally bike racks should be available at all beach entrance points, however if this is not possible, clear signs and any leaflets or maps (digital versions) should direct cyclists to the bike rack areas.

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➤ **Promote the options**

**Make walking or cycling routes more appealing by using leaflets and maps (digital versions) to provide interpretation of the surrounding area or landscape, including the flora or fauna, which can be seen along the way.**

**For young families, incorporate a scavenger or treasure hunt which provides educational, environmental and cultural input in a fun and engaging way.**

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- Why not organize a walking or cycling event to launch new leaflets and maps (applications) or as a regular activity throughout the summer season. Use a local, enthusiastic and knowledgeable historian or environmentalist to lead groups from a central point in town to the beach, using the advertised walking or cycling routes and interpreting the local landscape along the way.

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## Cyprus: Love Cycling Safe, friendly and sustainable cycling experience



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## Project objectives:

- Design and develop a Web application (browser-based) to add significant value to the experience of the target beneficiaries in their cycling activities.
- Provide reliable and valid information to the users of the application on a continuous basis.
- Integrate with existing geographical information about the cycling routes, which are already available in open access and accessible formats.
- Add various layers of geographic information (e.g. level of difficulty, bike stations, bike repair services, water stations, catering services, accommodation, medical services, cultural and natural places of interest, etc.) that will enhance the experience of the users before, during and after the use of certain cycling routes.

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## Project objectives (continued):

- Offer the service through user friendly interfaces that ensure excellent user experience.
- Raise awareness about Cyprus as a quality cycling destination and capitalize on generated opportunities.
- Contribute to developing a cycling culture amongst locals.
- Increase the market share of cycling tourism in Cyprus.
- Support the mitigation of the tourism seasonality problem.

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## Deliverables:

A Web/Mobile application that will augment the experience of local and foreign cyclists in enjoying their cycling holidays.

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## Short-term impact:

- Enhance the cycling product content through the Web/Mobile app and the new geographical information.
- Increase awareness amongst local communities, decision makers, consumers.
- Establish a network amongst cycling product providers in Cyprus.

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## Longer-term impact:

- Sustain Cyprus as a top-quality cycling destination.
- Diversify to more sustainable means of transportation, contributing to sustainable mobility.
- Extend tourism season.
- Create new jobs
- Increase tourism revenue especially in rural areas
- Lower gas emissions
- Positive impact on climate change
- Move towards an integrated cycling routes product to cover both rural and urban areas

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Products, make way for experiences that last a lifetime.  
Sustainable mobility – the Way Forward!

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

Helen Keller

**Together in the CSTI Team Spirit we stand!**

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# Ninth Environment for Europe Ministerial Conference



5-7 of October 2022

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CSTI is a launch partner & signatory of the:



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Email: [info@csti-cyprus.org](mailto:info@csti-cyprus.org)

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Facebook: [www.facebook.com/csti.csti](https://www.facebook.com/csti.csti)

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

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

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

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

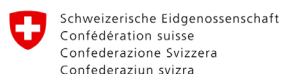
THANK  
YOU!  
ΕΥΧΑΡΙΣΤΩ!

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

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Ministry of the Environment  
of the Czech Republic



Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



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THE PEP

Transport, Health  
and Environment  
Pan-European Programme



European Region