

**Investing in sustainable  
development in Cyprus through  
environmental conservation**

**Sofia Matsi - Executive Director**

Cyprus ESG Forum - 28/11/2023



# OUR NETWORK



## MEDITERRANEAN

- Cyprus
- Greece (Ionian, Cyclades, Argolic)
- Turkey
- Italy (Tuscany, Sicily)
- Spain (Menorca, Mallorca, Ibiza)
- Malta



## UK

- Devon
- The Highlands & Islands of Scotland



A growing global network of **20 locally focused environment foundations**

## ASIA

- Pakistan
- Indonesia



## CARIBBEAN

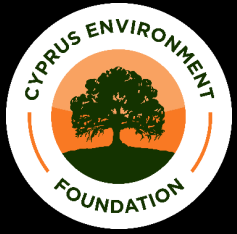
- St. Vincent & the Grenadines
- Barbados



## INDIAN OCEAN

- Kenya
- Sri Lanka
- Leuser Ecosystem Action Fund





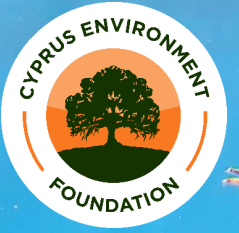
# Part of a global network



- Founded by **Ben Goldsmith**
  - Menhaden sustainability investment
  - Environmental philanthropy
- Ibiza - **2008**
- **€2M** invested in local conservation projects - last **2 years**

# Our vision

'To protect and enhance  
the **natural beauty**  
**biodiversity** and  
**eco-systems** of Cyprus'



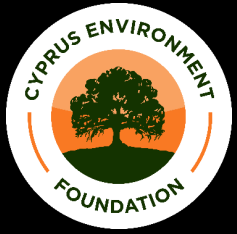
Periklis Kleitou



# OUR IMPACT



# Our impact since March 2022



**€150,000+** invested in local conservation projects



**20**

Projects

**14**

Partners throughout the island

**50+**

Global donors & supporters

## Funding summary since launch

**€94,277**

for Biodiversity Conservation

**€55,120**

for Sustainable Waste Management

**€6,804**

for Regenerative Land Use

- Conservation of **6 endangered species**
- Educated **1,450 students**
- Trained **310 citizen scientists**
- Collected **123,000kg of waste**
- Upcycled **1,250kg of materials**
- **250,000+** outreach to people through awareness campaigns & events



# Sustainable Development Goals



Technical Support with Life Vultures Project



Phylogenetic characterization of indigenous Cyprus cattle



Empowering children to use their skills to raise awareness of endangered animals



All-island wetland monitoring



BonBonTrack: Identifying key habitats of bonelli's eagle to keep them on track



Monitoring & assisted recruitment of the Critically Endangered Pinna nobilis



Increasing Marine Environmental Awareness Through the Creative Arts



SAFE-Guitarfish: Scientific engagement of fishers in guitarfish conservation



Fish the Alps



The search for the lost freshwater blenny fish of Cyprus



Class Room



Greening Cyprus in the Fire-Affected Areas



Public Free Beach in the Municipality of Pafos Tychonas



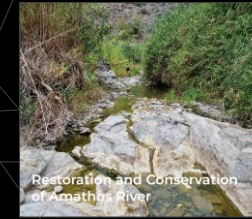
Combating Desertification in Cyprus Through Composting



Plastic Free Beach Project



Classroom for "Learn Nature in Nature" Program



Restoration and Conservation of Amathus River



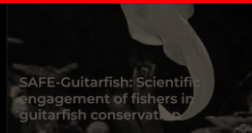
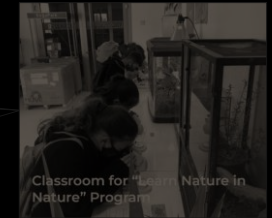
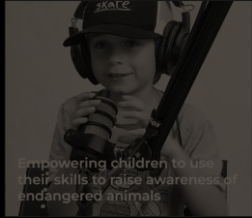
Let's Do It! Cyprus 2022



cup



# Sustainable Development Goals





# INCREASING MARINE ENVIRONMENTAL AWARENESS THROUGH THE CREATIVE ARTS

Enalia Physis Environmental Research Center

## GOAL

20 creative workshops

2 open to public educational puppetry shows

4 curriculum themes on priority Cyprus marine conservation

## IMPACT

20+ private and public schools

800 children educated

Recognized for its significant contribution by the **EU Commission:**

*Mission 'Restore our Oceans and Waters by 2030'*

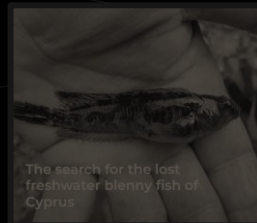
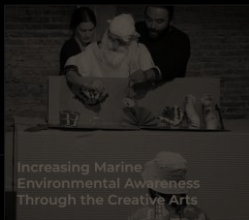




# Sustainable Development Goals



Bonelli's eagle: identifying key habitats of bonelli's eagle to keep them on track





# ALL-ISLAND WETLAND MONITORING

Kuşkor & Birdlife Cyprus

## GOAL

Optical equipment for wetland surveying

Recruitment and training of **volunteer surveyors**

Better surveying coverage of wetlands → More **complete data**

## IMPACT

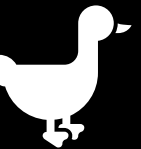
**10** citizen scientists / volunteers trained and organized



**30** wetlands monitored monthly



Important wetlands (diversity/abundance) identified

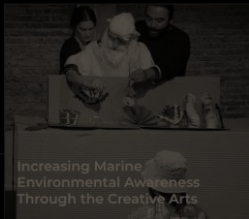
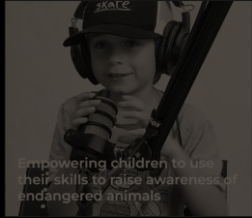


**ADVOCACY** →

**PROTECTION**



# Sustainable Development Goals







# 'Plastic Free Beach' Project

Cyprus Sustainable Tourism Initiative

## GOAL

Create branding for 'Plastic Free Beach' concept

Awareness campaigns (beach events, competitions, youth lectures)

Quality assurance through legal contracts

Create one more 'Plastic Free Beach'

## IMPACT

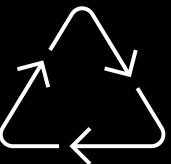
200,000+ people reached

300+ students trained on plastic reduction

250 reusable bottles awarded to visitors

5<sup>th</sup> 'Plastic Free Beach' awarded: Ayios Tychonas

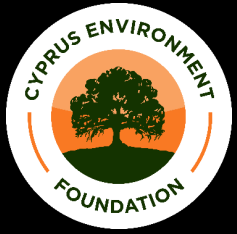
50kg of plastic upcycled





# OUR MODEL

# How we operate



## Project Areas of Interest

Biodiversity Conservation

Regenerative Land Use

Sustainable Waste Management

Sustainable Resource Management



## Investments

Private

Corporate

Foundations



**High Impact  
Environmental  
Conservation**





# YOUR INVOLVEMENT

# Conservation projects

**AWARDING**

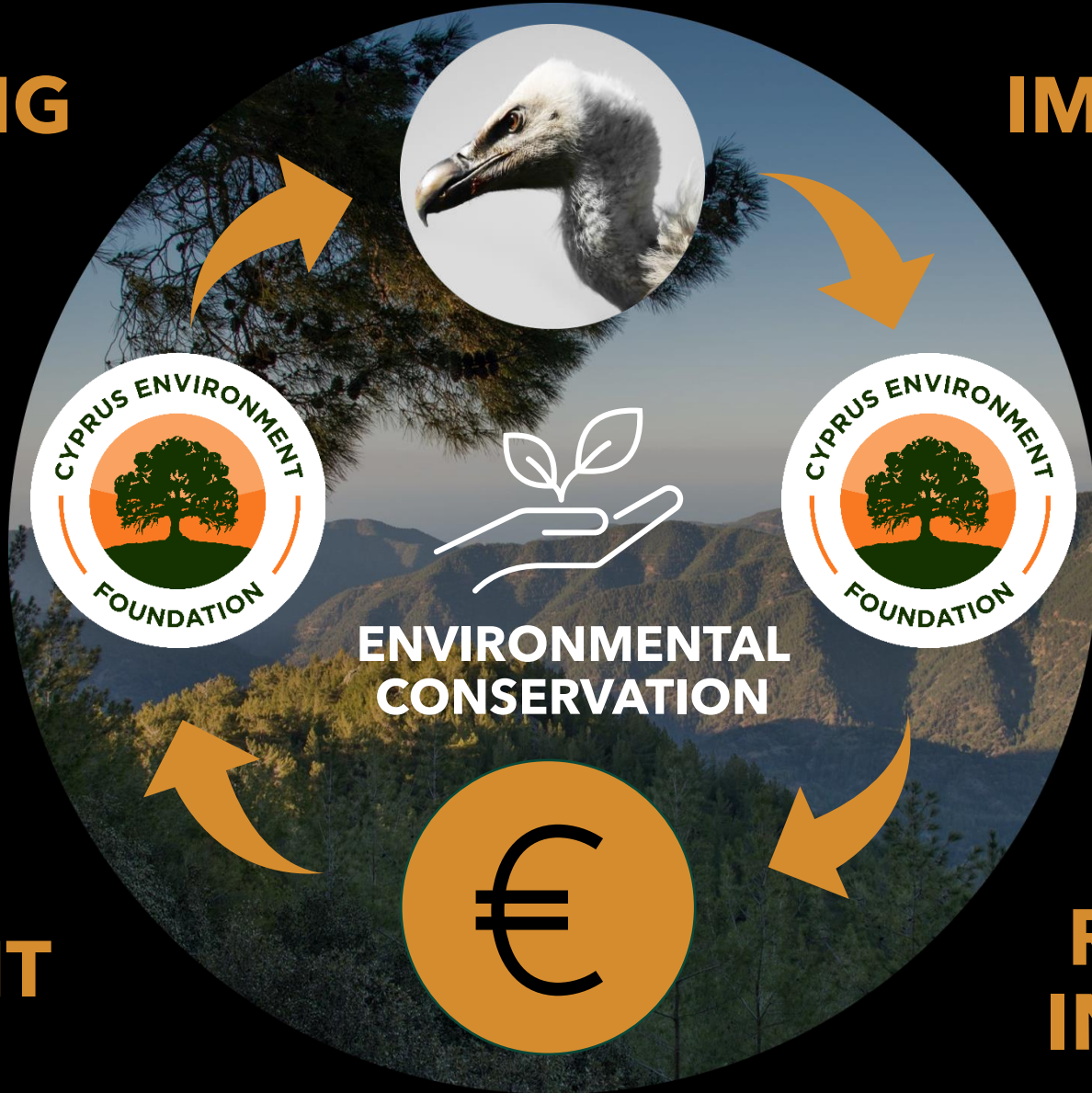
**IMPACT**

**Assessment & Support**

**Monitoring & Reporting**

**INVESTMENT**

**RETURN ON INVESTMENT**



**Investments on conservation**





**FOR THE PLANET**  
- ENVIRONMENTAL PARTNER -



Stelio  
Stephanou  
Trust

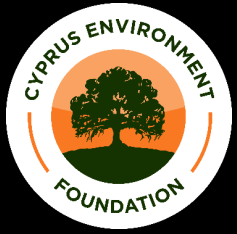




**“Everywhere you look there are brilliant, passionate people working to create positive environmental change. Modest strategic investment, can supercharge this work.”**

**BEN GOLDSMITH**

CO-FOUNDER - STEERING COMMITTEE MEMBER, CYPRUS ENVIRONMENT FOUNDATION



# THANK YOU

[www.cyprusenvironment.org](http://www.cyprusenvironment.org)

