

# Troodos Geopark

## A new seed, a new hope

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## A LaG's journey to social cohesion



Troodos Unesco Global Geopark

[www.troodos-geo.org](http://www.troodos-geo.org)

[www.anetroodos.com](http://www.anetroodos.com)



Our Synergy Multi-Project Approach  
to manage Troodos Mountainous Area





## Local Action Group – Leader Axis 4

- Programming Period 2007-2013
- Programming Period 2014-2020



## Transnational Cooperation

- GREECE – CYPRUS - INTERREG
- INTERREG 4C



## Private Actions

- Food Exhibitions / Workshops / Conferences
- Meeting Schools - Education



TROODOS MOUNTAINS

DEVELOPING THE STRATEGY 8 years ago

Existing "Playground"

Direct Projects

Indirect Projects

Method used

Trace  
the  
Brand

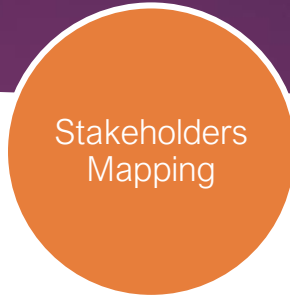
Stakeholders  
Mapping

Network Co  
operations

Organize the  
regions

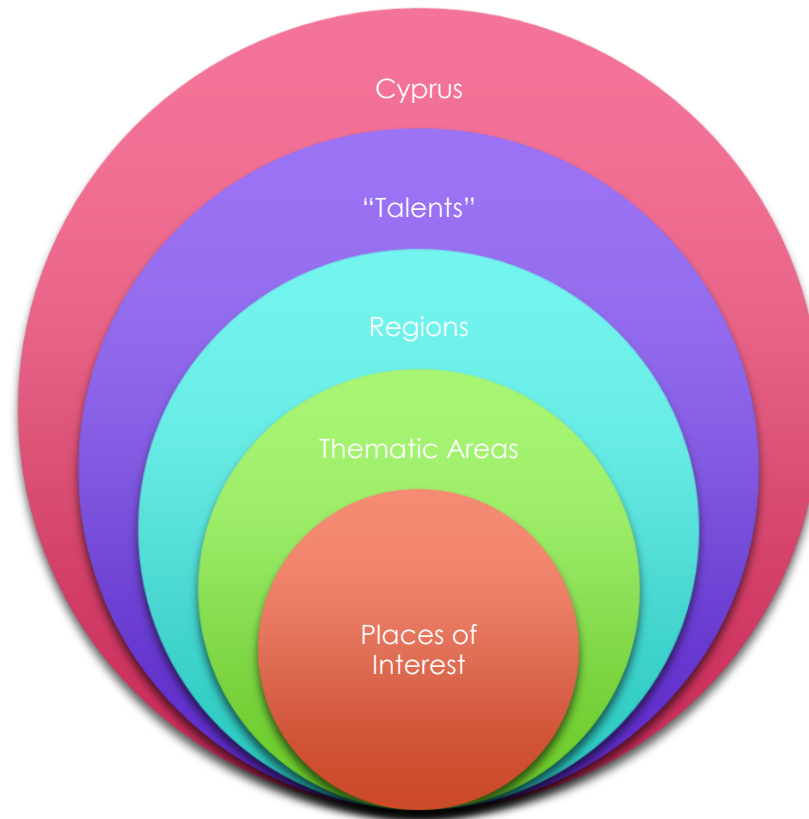
Design the  
priorities  
map

Apply  
for Funds



# Existing Playground

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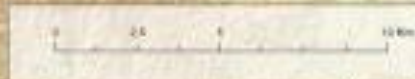
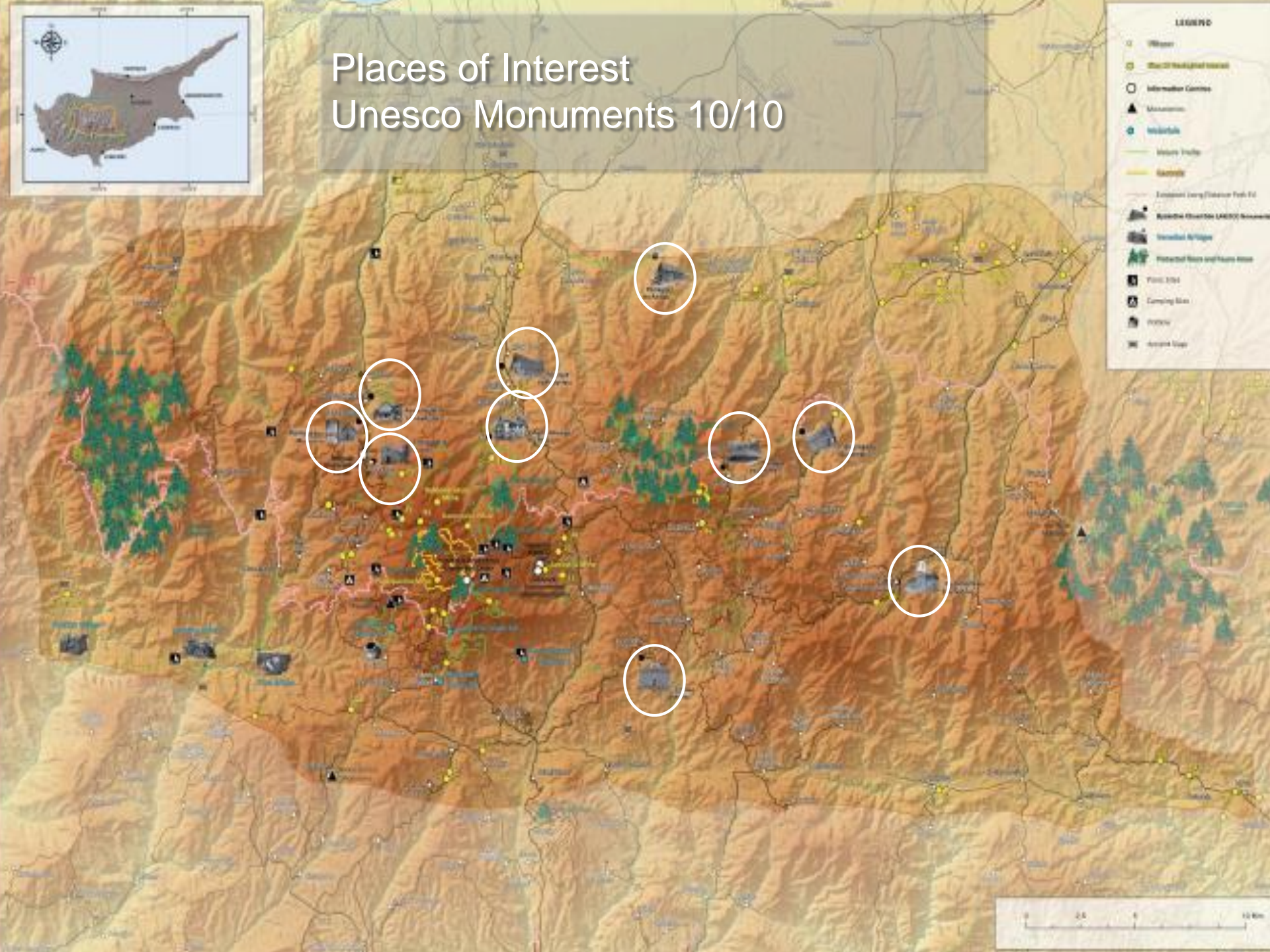


# Places of Interest Unesco Monuments 10/10



**LEGEND**

- Water
- Major Road/Highway
- Information Centre
- Museum
- Waterfall
- Nature Paths
- Canals
- European Long Distance Path E1
- Historic Character UNESCO Reserves
- Traditional Village
- Protected Area and Nature Area
- Point of Interest
- Camping Sites
- POI/POI
- Accommodation





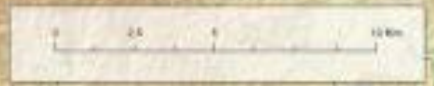
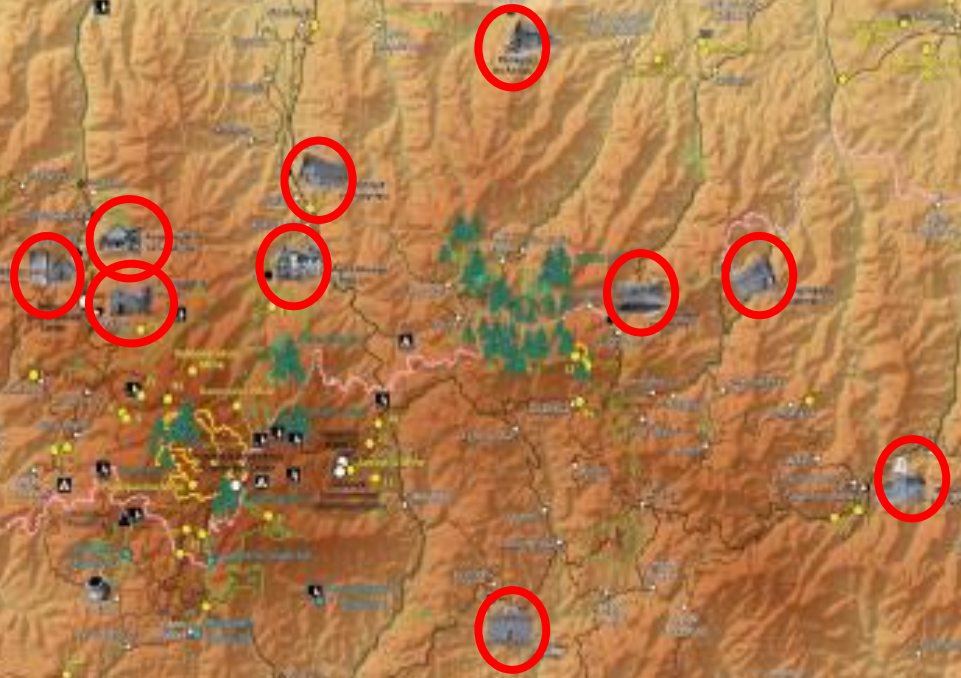




# Σημεία Ενδιαφέροντος Μνημεία UNESCO 10/10

**LEGEND**

- Water
- Major Road/Highway
- Information Centre
- Mausoleum
- Waterfalls
- Motor Tracks
- Streams
- European Long Distance Path E1
- World War II LARES Network
- Wooded Village
- Protected Area and Nature Area
- Point of Interest
- Camping Sites
- Hotels
- Service Stop



Μεταλλείο Σκουριώτισσας – Φουκάσα – 5000 π.Χ – μέχρι σήμερα







# REGIONS

- LEGEND**
- Village
  - UNESCO World Heritage Site
  - Information Centre
  - Museum
  - Waterfall
  - Mountaineering Route
  - Historic Trail
  - Monastery
  - Emmanuel Levni (Dikouori Park) EC
  - Special Reserve (LAKKIS) Network
  - Wooded Village
  - Protected Flora and Fauna Area
  - Forest Site
  - Camping Site
  - Hotspot
  - Mountaineering

Marathasa

Solea

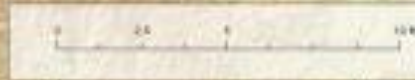
Mahairas

Troodos  
National Park –  
Mountain  
Resorts

Pitsilia

Commantaria  
Villages

Wine Villages

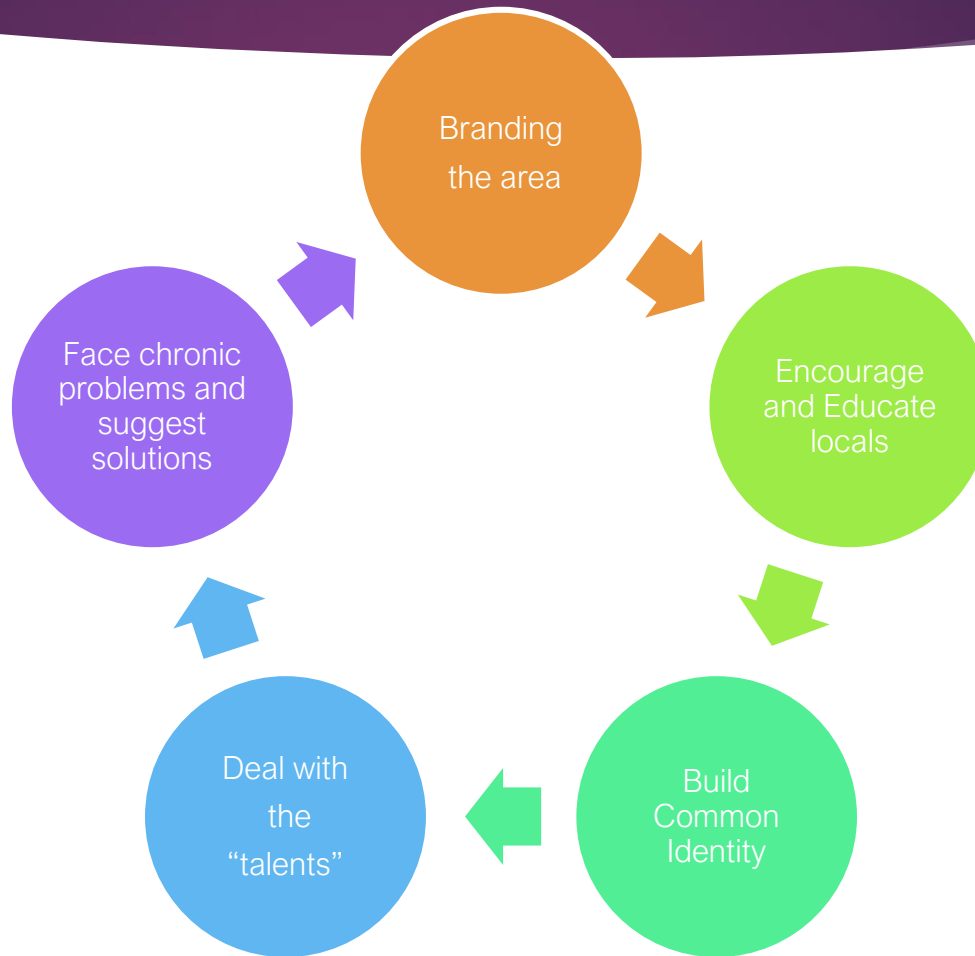


# TALENTS

1. Gastronomy
2. Hospitality
3. Microclimate
4. Traditional Products
5. Different Types of Architecture
6. Rivers
7. Waterfalls
8. Rich Flora
9. Special Fauna
10. Customs / Culture / Festivals

Geology

# The Case Study



As a local Action Group – Budget approved  
(2009 until 2015)

2.293.000,00 Euros

360.000  
for  
operational  
costs

1.460.000  
for public  
projects

398.000  
for private  
investments

75.000  
for national  
and  
transnational  
cooperation

## Public Works - LAG

Axis : Information Centers  
and museums

Total Budget :  
1.407.709.94 Euro

- 5 information centers equipped with new technologies in every entrance of the area – each one as a thematic centre according the characteristics of the subarea
- 2 thematic museums – Moniatis (Culture), Pera Pedi (Vinery museum)



## Public Works – Forestry Department

Axis - natural trails  
and view points

Total Budget :  
219320.00

- Natural trails, to promote geosites, unique points of interest thus to further network the spots among the Geopark and enrich the offered routes for visitors.

## Private Calls

Axis – Private Investments  
– Processing Local Food

Total Budget : 398. 000

This priority aimed to help young locals to get funding to process agricultural products for niche market (Organic Olive and Tomato, *Pyrus pyrifolia* (Nashi pear) and local cheese

# Transnational Cooperation



Set up of the  
SHORT  
MEDITERRENE  
AN STORIES  
Network, which  
aims to  
strengthen and  
promote  
gastronomy and  
arts festivals  
(Komantaria,  
Zivania, Wild  
Roses, Apples)

- Our purpose was to strengthen the meaning of terroir and how important is geology to gastronomy and further promotion of existing products as well as to give ideas for new geo-products through the festivals
- Budget 20.000 Euro

## InLand Cooperation

National Cooperation among Cyprus Local Action Groups setting the network of beautiful villages in Cyprus.

Total Budget : 20.000

# Transnational Cooperation Geoproducts

Transnational Co Operation  
between Troodos Aspiring  
Geopark and Psiloritis  
Geopark in Crete

Total

Project Budget :

135.000 + 40.000 Euro

Total Budget for TDC :  
35.000 Euro

- Local Agreement Pact
- Arts and Crafts (wood) as Geopark's souvenir products
- Friends of the Geopark's Club
- Arts and Crafts Exhibition
- Individual bonus card for visitors
- Participation in "Tour Natur" – Dusseldorf Sep 2015
- Thematic digital packages set and promoted to public through Geopark's website ([www.troodos-geo.org](http://www.troodos-geo.org))

## Budget Allocation - Leader

Information Centers and Museums	Budget	Natural Trails - View Points	Budget	Private workshops - Agrofood	Budget	Geoproducts	Short Mediterrene an Stories (Pitsilia Region)	Beautiful Villages	Total	Operational Costs
Kalopanayiotis	310544,56	Kamos Trail	50000	Kyperounta	164778	35000	20000	20000		
Galata	200000	Kamos View Point	12000	Evrichou	32438					
Moniatis	152640	Spilia Trail	50000	Pachna	107135					
Pera Pedi	133760	Pedoulas Trail	30100							
Agios Therapon	95148	Platres Trail	20000							
Agios Amvrosios	185351	Platres Trail	26510							
Arsos	306000	Kakopetria View Point	12000							
		Moutoullas Trail	18710							
Geopark	796944,56		219320		197216	35000	20000	0	1268480,56	317120,14
Total Budget	1383443,56		169320		304351	35000	20000	20000	1932114,56	483028,64

# Transnational Co-operation Greece Cyprus : “GEOTOPIA” Budget 100.000 Euro



Our main role in the project was:



to produce all promotional material for the set up of the Geopark (website, posters, ecotourism guide, leaflets for geo-trails, promotional material)



as well as to implement Geotourism educational workshops for students and professionals

# Transnational Co-operation Greece Cyprus : “TOPON EFORIA”

Budget 100.000 Euro



Goal : To create an educational and information centre for the Local Producers, as well as to find the ways to promote common label brand and distribution channels.



International Conference for local gastronomy and terroir



Workshops for local producers



Participation in Food Exhibitions in Greece and Cyprus







Troodos Tourism Board



# Troodos Tourism Board

## Marketing Action Plan - Budget

A/A	Description	Time frame	Targets - Results	Budget
<b>A.</b>	<b>ΔΙΑΦΗΜΙΣΕΙΣ</b>			
1	Advertising German FWV, Petit Fute (French), Ferien	All year	Alternative tourists	4000
2	Advertising for Tour Operators: Gulet, Isropa Reizer ,	All year	Promotion of the area	5000
3	Promotion of the area and local festivals : Vestnik kipra	4 times / year	Russian residents in Cyprus	1000
4	Radio Spots and Presentations Cyprus Radio Stations	All year	Promotion of the area for locals	7000
5	Full Pages in Cyprus	All year	Promotion Locals	5000
	<b>Total</b>			<b>22.000</b>
<b>B.</b>	<b>EXCIBITIONS/WORKSHOPS/ROADSHOWS</b>			
1	FRE.E Munich	18-22/2/2015	German Market	2.000
2	ITB Berlin	4-8/3/2015	German Market	2.500
3	Travel Exhibition Nicosia	24-26/4/2015	Local Market	2.000
4	Tour Natur , Dueserdorf-Germany	4-6/9/2015	German Market	2.000
5	WTM -London UK	2-5/11/2015	British Market	2.000
6.	Cyprus - Russian Festival	June	Russian Market	1.000
	<b>Total</b>			<b>11.500</b>
<b>Γ.</b>	<b>Prints and DvDs</b>			
1	Booklet Troodos Highlights in German and English	April	To use in Exhibitions	3.000
2	Troodos Tourism Guide in English and German	April	Local Promotion and Exhibitions	<b>4.000</b>
3	Give Away material for Press	July	Promoting the area though journalists	<b>2.000</b>
4	Advertising Folders	September	Meetings, Conferences, Guests	<b>1.000</b>
	<b>Total</b>			<b>10.000</b>

<b>Δ</b>	<b>Digital Marketing</b>			
1	Updating Website - Translation	All year	Web Readers	2.000
2	Social Media and Local Blogs	May	Web Readers	2.000
3	Promotion in travel blocks	All year	Web Readers	2.000
	<b>Total</b>			<b>6.000</b>
<b>E.</b>	<b>Hospitality</b>			
1	External Journalists	All year	Special Hospitality packages for travel press	1.500
2	Hospitality for local press, receptionists, tourist guides	September		1.500
3	Eurogites A.C.M.	June	European Rural Congress 2016 held in	2.000
	<b>Tour Natur , Dueserdorf-Germany</b>			<b>5.000</b>
<b>ΣΤ.</b>	<b>PR internal and External</b>			
1	Road Shows (bike routes, religion routes, wine routes)	All year	Local Market	2.000
	<b>Total</b>			<b>2.000</b>
<b>Z.</b>	<b>Other</b>			
1	AD HOC actions			
	<b>ΣΥΝΟΛΟ</b>			
<b>Total Marketing Plan</b>				<b>56.500</b>
<b>Total CTO Funding (90%)</b>				<b>50.850</b>



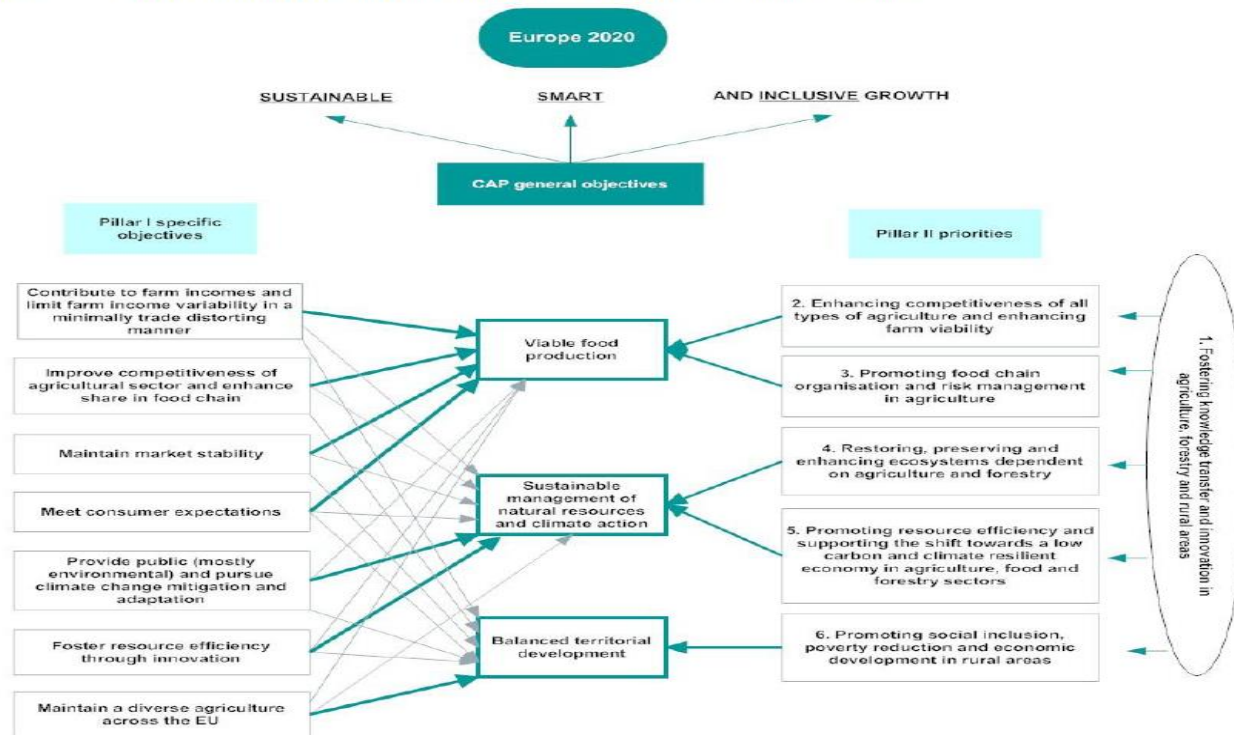
## Our Strategy Document for 2014 - 2020



# A Strategy based on the objectives of Europe 2020 and the new CAP

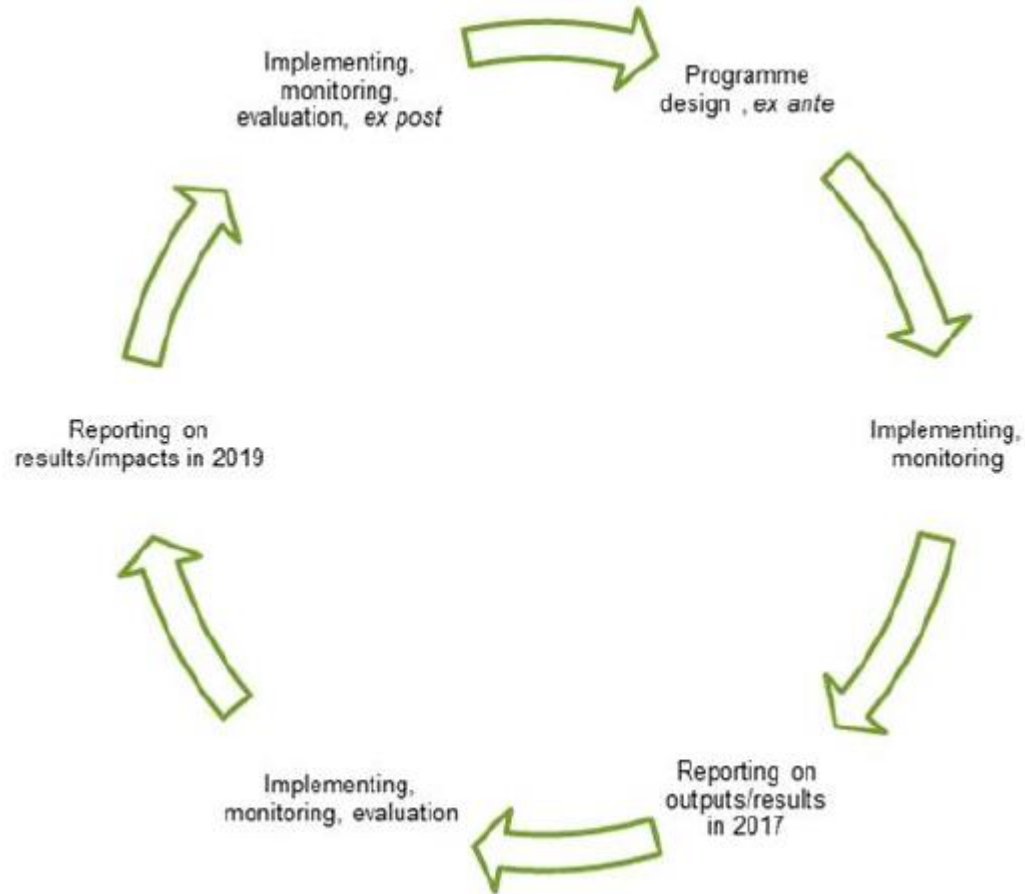
Guidelines for the *ex ante* evaluation of 2014-2020 RDPs  
Part I: mainly for Managing Authorities

Figure 2 Overall CAP intervention logic showing links between the 1<sup>st</sup> and 2<sup>nd</sup> Pillars.



Source: Helpdesk of the European Evaluation Network for Rural Development

# A Strategy based on quantitative targets and a monitoring methodology



A Strategy at the root of which lies social inclusion through opportunities

## Geo (γη)

- ▶ Geology
- ▶ Geomorphology
- ▶ Agrofood
- ▶ Hand crafting local materials
- ▶ People
- ▶ Respect

## Park

- Recreation
- Exercise
- Heritage to protect / restore
- Deviation from the fast track
- Raise awareness

Sustainable  
Ecosystem

# 5-SE

Sustainable  
Economy

Sustainable  
Enjoyment

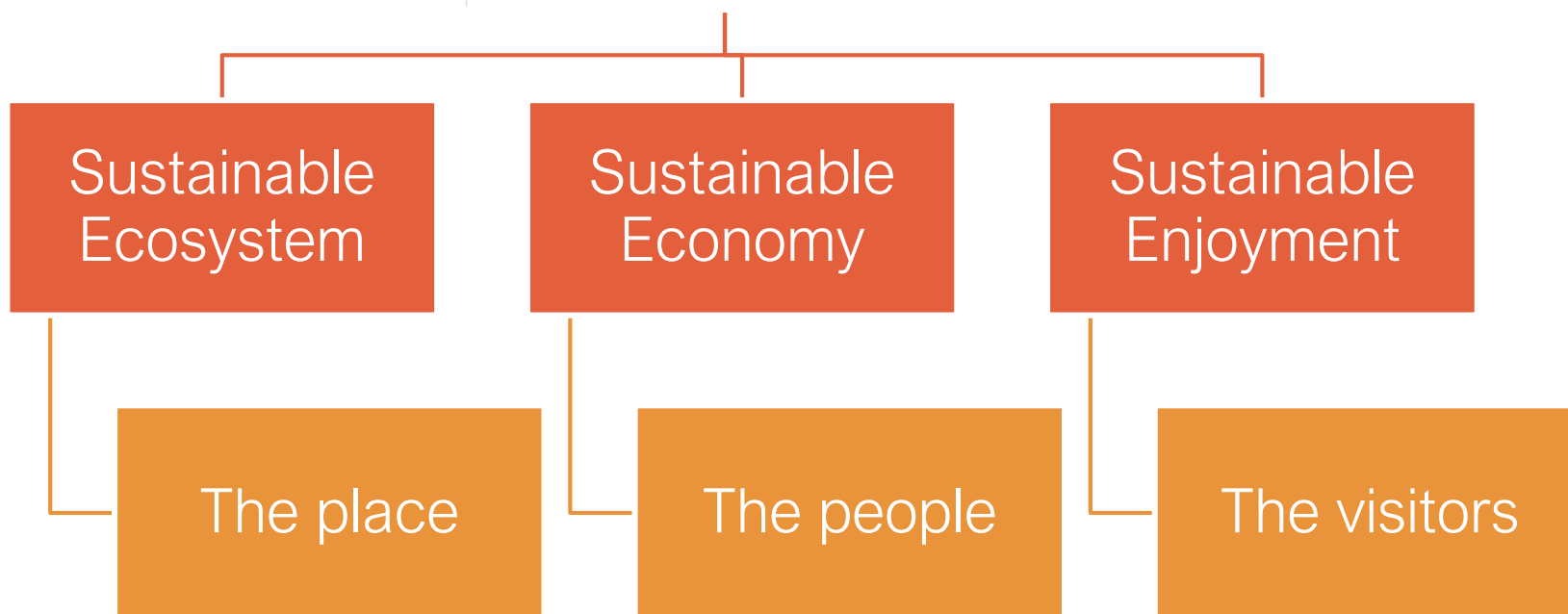
Support  
Elderly

Secure Equitable  
Environment

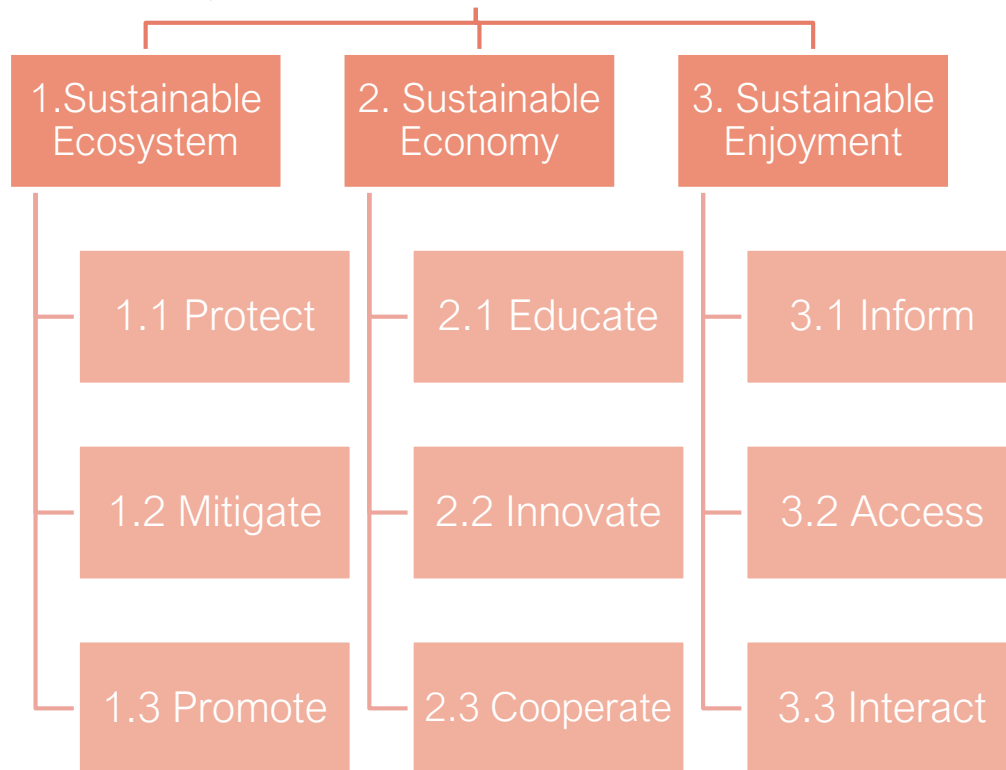




# Leader Funding (focus on 3-SE)



# A Strategy around the Geopark (focus on 3-SE)



## Pre defined funding instruments for leader

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Education for non–agricultural actors

Small public infrastructures for enhancing the attractiveness of the region and the local communities

Private investments in rural tourism activities and business alike

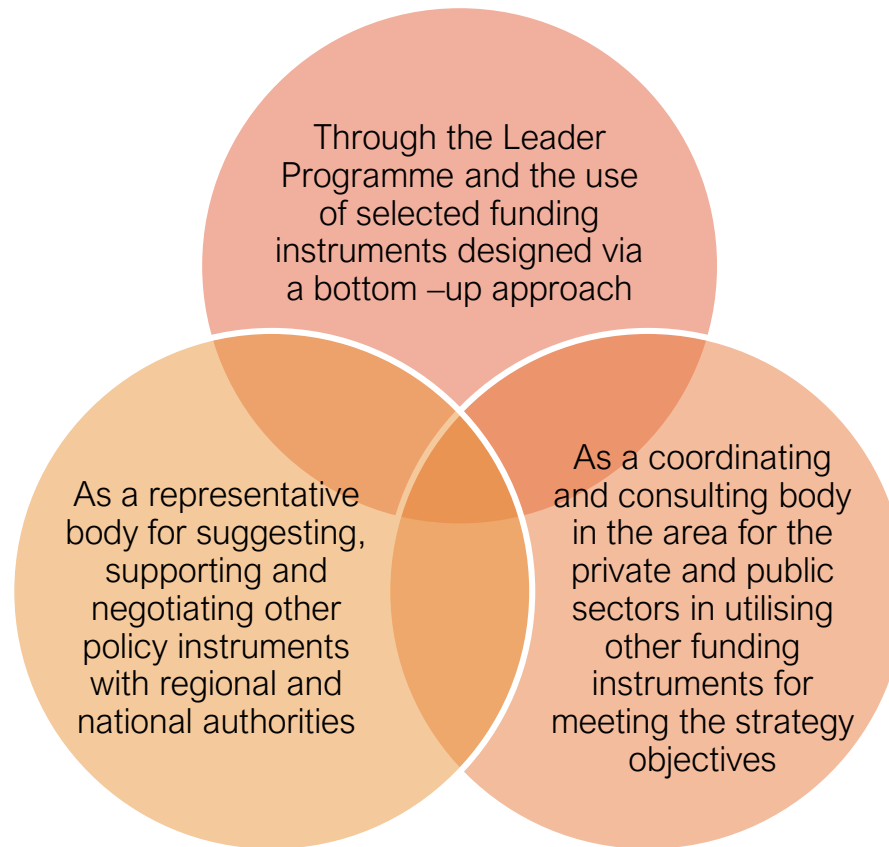
Cooperation among local private stakeholders

Cooperation (regional)

Cooperation (cross border)

LAG training and capacity building

# Strategy Implementation



# An Action Plan for funding through Leader

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Funding Measures

```
graph TD; A[Funding Measures] --> B[Budgets]; B --> C[Indicators (target)]; C --> D[Indicators (result - impact)];
```

Budgets

Indicators (target)

Indicators (result - impact)

## Preliminary suggestions arising from the Strategy

### Establishment of a Centre for Troodos Geopark Publications

- Priority Axis 3.1: To support the informative and educational requirements for the promotion of the Geopark
- Short term Objectives:
  - To create an umbrella body for all publications and informational digital material
  - To support the unified identity of the Geopark
  - Through the creation of a voluntary committee that will evaluate and grant the Troodos Geopark logo and promote the publications through the Centre, on line website and other actions. The publications should be nominated by local people.
- Medium term objectives
  - To consult and fund new publications

### Friends of the Troodos Geopark loyalty card

- Priority Axis 1.3: To support the promotion of the Geopark
- Development of a discount/ promotional card for the Troodos Geopark Network of businesses
- Creation of a common membership platform for informing about all the activities around the Geopark
- Use of social media tools and media sponsors

## Troodos Geopark Certification Scheme



Priority Axis 2.3:  
Cooperation among  
private stakeholders

- Discussions are already under way with private companies (across sectors) in cooperating under a common and binding voluntary certification scheme for the creation of the Troodos Geoproducts

# Self Evaluation

General Category	Max	SE	Responsibility
Geology and Landscape - Territory	1000	930	GSD
Geology and Landscape -Conservation	1000	710	GSD
Geology and Landscape - Natural and Cultural Heritage	1000	840	DoF - ANET
Management Structure	1000	866	Group
Information & Environmental Education	1000	715	ANET
Geotourism	1000	695	ANET - ETAP
Sustainable Regional Economy	1000	550	ANET



## Self Evaluation **zero** points – Emphasis

- ▶ International or Regional Awards for Geotourism
- ▶ Permanent staff specialized in environmental education
- ▶ Educational Material : Interactive Elements, Different Special Exhibitions, Special Education - puzzles, constructions etc. Material for kids -8 - **included in new funding schemes**
- ▶ Guided Tours – According Ages, Categories, Alternatives to weather conditions, teacher training – **Included in Geoln**
- ▶ Personal Guides or Freelance – **Available now**
- ▶ Regular Electronic News Letter – Up to date calendar of activities – **Available**
- ▶ Languages of Promotional Material (Except Greek and English) **Ongoing**
- ▶ Films / Interactive Displays **Ongoing**
- ▶ Own Transportation or Public connected to cycling or walking trails - **Started**



## Self Evaluation **zero** points – Emphasis

- ▶ Tours for Disable, alternatives for bad weather, Flexible Registration S – **available trail for wheelchairs**
- ▶ Order Publications online
- ▶ Organized thematic tours : Guided cycling walking etc, friendly hotels, restaurants associated with the Geopark – **Available now**
- ▶ Outdoor Services / Activities - **Available**
- ▶ Visitors Analysis – Monitoring – **Within Geostars**
- ▶ Direct Marketing for Local Products undertaken by organization **Ongoing**
- ▶ Services : Design, Print, Geotourism Interpretation – Transportation, Display Cabinets etc
- ▶ Network of Cooperating Enterprises fostered by organization - **Ongoing**
- ▶ Formal Agreement between organization and partners – **Within next year**
- ▶ Joint projects : Organization, Local Authorities, Businesses - **yes**



All the LaG's of Cyprus are to  
call interest to fund:

# Agrotourism Funding Scheme

Beneficiaries of the financial aid to be granted through the Scheme are micro or small enterprises, other natural persons in rural areas and farmers or members of an agricultural household.

## Eligible Actions:

Establishments, extensions, modernization of small capacity of overnight infrastructure

Establishments, extensions, modernization of restaurants and recreation areas

Establishment, extension, modernization of restaurants (taverns / restaurants / taverns / etc).

Foundations, extensions, modernizations of visiting farms

Establishments, extensions, modernization of cottages, handicrafts, production of traditional art items

Creation or modernization of small or very small businesses of folk art and handicraft,

Establishments, Extensions Retail Retail Modernization Related to Agricultural Products

Other Enriching activities related to nature, culture, tradition

## Public Interventions for the Development of Tourist Infrastructure and Improvement of Visiting the Outdoors

- ▶ Eligible projects will be small-scale projects, with the total amount of project aid not exceeding € 200,000

### **Project Examples:**

- ▶ Small Scale Tourism Infrastructures (interactive information and information)
- ▶ Restoration and upgrading of the natural and cultural heritage
- ▶ Basic services for improving the quality of life in the countryside

## Education and Training in Non-Agricultural Matters

Training programs for people interested in engaging in traditional occupations, tourism and countryside activities or other non-agricultural activities that can bring about rural development. The training programs will take the form of courses, workshops, short-term exchanges and visits to agricultural holdings and forests.

## School of Forests (only Troodos Lag)

### Legal Engagement 1

- Creation of a smart phone application for guidance and education in environmental elements of the Troodos intervention area.

### Legal Engagement 2

- Purchase of equipment for the creation of 2 to 3 information and education stations on environmental and cultural tourism

### Legal Engagement 3

- Creation of three entrance and information gateways with application capability in central traffic arteries of the intervention area

### Legal Engagement 4

- Actions to promote, educate and train the particular environmental and cultural elements of the intervention area



## TRANSNATIONAL COOPERATION LEADER PROJECTS

Implementation of  
Local Agreement Pact

Best Practices of  
conservation in  
biodiversity and wildlife

The Beautiful Villages  
of Cyprus

# Geopark and Biking



GEO IN - CROSS-BORDER GREECE CYPRUS 1,127,164 eURO co-operation  
with 4 island geoparks

Organizing training and support activities to support and develop Geotourism activities

(a) Geopark Gastronomy and Entrepreneurship (b) Geotourism in the Eastern Mediterranean as a Comparative Advantage: (c) Mountain Drivers Training


Production of Educational Material for Children  
Strengthening the geo-educational information material at the Troodos Geopark Information Center  
Cultural & Sporting Events

Designing of marking, projection (brand management) and extension of cycling routes to bike park

Create / view news material  
Creation of vertebrate video-teaser of Greek and Cypriot Geoparks  
Printed material  
COOPERATION WITH THE FORESTRY DEPARTMENT AND THEIR FRAMEWORK TO CREATE BICYCLE ROUTES AND BICYCLE STATIONS



Geo -stars 2,961,733.00 €

  
ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ  
Ο ΠΕΡΙ ΠΟΛΙΤΕΩΝ ΚΑΙ ΧΡΩΤΑΣΙΑΣ ΝΟΜΟΣ ΤΟΥ 1972  
ΓΝΩΣΤΟΠΟΙΗΣΗ ΧΟΡΗΓΗΣΕΩΣ ΠΟΛΙΤΕΩΝ

ΓΡΑΦΕΙΟ: ΕΠΑΡΧΙΑΚΟ ΓΡΑΦΕΙΟ ΠΟΛΙΤΕΩΝ ΔΕΜΕΣΟΥ  
ΔΙΕΥΘΥΝΣΗ: Τ.Θ. 50421, 3604, ΔΕΜΕΣΟΣ

ΤΗΛ.: 25-803130  
ΗΜΕΡΟΜΗΝΙΑ: 31/07/2017


ΑΙΤΗΤΗΣ: ΚΟΙΝΟΤΙΚΟ ΣΥΜΒΟΥΛΙΟ ΑΓΡΙΑΔΩΝ  
ΔΙΕΥΘΥΝΣΗ: Φ/ΔΙ ΝΙΚΟΔΗΜΟΣ ΤΣΟΛΑΚΗΣ  
P.O. BOX 21184, 1503 ΛΕΥΚΩΣΙΑ

ΑΡ. ΑΙΤΗΣΕΩΣ: ΔΕΜ/00036/2017 ΗΜΕΡ. ΛΗΞΕΩΣ: 23/01/2017  
Φ/ΕΧ: 37 56

ΠΕΡΙΓΡΑΦΗ ΑΣΤΕΡΟΣΚΟΠΗΣΗΣ Αρ. Τεμ.: 2439  
ΑΝΑΠΤΥΞΕΩΣ:

ΠΟΛΗ/ΧΩΡΙΟ: ΑΓΡΙΑΔΑ

Η Πολιτεωτική Αρχή με το παρόν εγκρίνει την αίτηση για πολιτεωτική άδεια για την ανάκτηση που αναφέρεται στο πάνω και που περιγράφεται λεπτομερώς στην αίτηση που υποβλήθηκε, με βάση τα στοιχεία που έχουν εγκριθεί (με αποδοκίμασε τυχόν τροποποιήσεις που δίδονται πάνω σ' αυτά) και με την προϋπόθεση τηρήσεως των όρων του Παραρτήματος που επισυνάπτεται.

  
Πολιτεωτική Αρχή  
ΕΠΑΡΧΙΑΚΟΣ ΛΕΙΤΟΥΡΓΟΣ  
ΜΗΜΑΤΟΣ ΠΟΛΙΤΕΩΝ & ΟΙΚΗΣΕΩΣ  
ΔΕΜΕΣΟΥ

ΕΣΦΕΙΣΕΙΣ:

1. Η άδεια αυτή δεν περιλαμβάνει χορήγηση άδειας με βάση τον περί Γενεαλογικών και Οικογενών Νόμο ή άλλο νόμο. Είναι ευθύνη του αιτητή να αποκαταστήσει ξεχωριστά για την εξασφάλιση των άλλων άδειών που απαιτούνται.
2. Αν θεωρήσει ότι τα νομικά συμπεράσματα παραρτώνται από την απόφαση αυτή, μπορείτε, μέσα σε 30 μέρες το αργότερο από την προφυλακτική κοινοποίηση της απόφασης, να υποβάλετε Ιεραρχική Προσφυγή στο Υπουργείο Εσωτερικών. Η Προσφυγή σφραγίζεται με την κατάθεση εγγράφου μέσα σφηνιστό πάνω προσεχώς, στο Υπουργείο Εσωτερικών, που περιέχει τους λόγους για τους οποίους γίνεται η Προσφυγή και με κοινοποίηση, μέσα στην ίδια προσεχώς, αντίγραφο της Προσφυγής στην Πολιτεωτική Αρχή.
3. Τη να εκτελεστεί άμεσα η αίτηση της Ιεραρχικής Προσφυγής θα πρέπει να καταβάλλεται στο γραφείο της Πολιτεωτικής Αρχής τα δικαιώματα που έχουν καθορισθεί για τις Ιεραρχικές Προσφυγές, με βάση τους περί Πολιτεωτικής και Χρωτάσιας (Δικαιώματα) Κανονισμούς του 2013 (Κ.Δ.Π. 29/2013) και να επισυνάπτετε αντίγραφο της απόδειξης στην Ιεραρχική Προσφυγή που θα υποβληθεί στο Υπουργείο Εσωτερικών.



# Strategic Cooperation Scheme Troodos Observation Point

- ▶ **GEOSTARS - 2,961,733.00 €**
  - ▶ Creation of Troodos Observatory
  - ▶ Observatories across the region
  - ▶ Night Paths
  - ▶ Creating Digital and Printed Material
  - ▶ Digital Telescope Platform
  - ▶ Sun Telescope
  - ▶ Training
  - ▶ Knowledge of local old farmers related to biodynamic farming issues

# OTHER PROPOSALS WHICH HAVE BEEN SUBMITTED

- ▶ Norwegian Funds: [GASTRONOMIC SCHOOL OF Troodos](#)

Land granted by the Department of Agriculture to the Community of Moniati (Best Practice from the CESR Program)

- ▶ Research Promotion Foundation: [Agricultural and Manufacturing Products](#)

Need to promote and network agricultural products produced

- ▶ Horizon 20-20: [Preparation and Preparedness for Natural Threats](#)

Prepare Local Population for dealing with natural threats

- ▶ Mediterranean Partnership: [MD.net](#)

Promote Mediterranean Diet through the Emblematic Unesco Communities

"There's one way to avoid troubles.  
Do nothing, Say nothing, Be no one.  
Aristotelis

**Bottom up approach goes stronger  
and stronger**