Troodos Geopark
A new seed, a new hope
A LaG’s journey to social cohesion

Troodos Unesco Global Geopark
www.troodos-geo.org
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
Method used

- Trace the Brand
- Organize the regions
- Design the priorities map
- Stakeholders Mapping
- Network Co operations
- Apply for Funds
Existing Playground

- Cyprus
- "Talents"
- Regions
- Thematic Areas
- Places of Interest
Places of Interest
Unesco Monuments 10/10
Η εικόνα μας – η ταυτότητα μας.
Σημεία Ενδιαφέροντος
Μνημεία UNESCO 10/10
Μεταλλείο Σκουριώτισσας – Φουκάσα – 5000 π.Χ – μέχρι σήμερα
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
The Case Study

- **Branding the area**
- **Encourage and Educate locals**
- **Deal with the “talents”**
- **Build Common Identity**

Face chronic problems and suggest solutions.
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
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)
• 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.
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)
Set up of the SHORT MEDITERRANEAN 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)
<table>
<thead>
<tr>
<th>Information Centers and Museums</th>
<th>Budget</th>
<th>Natural Trails - View Points</th>
<th>Budget</th>
<th>Private workshops - Agrofood</th>
<th>Budget</th>
<th>Geoproductions</th>
<th>Short Mediterranean Stories (Pitsilia Region)</th>
<th>Beautiful Villages</th>
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<th>Operational Costs</th>
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<td>Kalopanayiotis</td>
<td>310544,56</td>
<td>Kampos Trail</td>
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<td>Kyperounta</td>
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<td>20000</td>
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<td>Galata</td>
<td>200000</td>
<td>Kampos View Point</td>
<td>12000</td>
<td>Evrichou</td>
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<td>Pedoulas Trail</td>
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<td>Agios Therapon</td>
<td>95148</td>
<td>Platres Trail</td>
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<td>Agios Amvrosios</td>
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<td>20000</td>
<td>1932114,56</td>
<td>483028,64</td>
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</tbody>
</table>
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
## Marketing Action Plan - Budget

<table>
<thead>
<tr>
<th>A/A</th>
<th>Description</th>
<th>Time frame</th>
<th>Targets - Results</th>
<th>Budget</th>
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<tbody>
<tr>
<td>A.</td>
<td><strong>ΔΙΑΦΗΜΙΣΕΙΣ</strong></td>
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<tr>
<td>1</td>
<td>Advertising German FVW, Petit Fute (French), Ferienwandern (German), Escapism</td>
<td>All year</td>
<td>Alternative tourists</td>
<td>4000</td>
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<td>2</td>
<td>Advertising for Tour Operators: Gulet, Isropa Reizer,</td>
<td>All year</td>
<td>Promotion of the area</td>
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<td>3</td>
<td>Promotion of the area and local festivals: Vestnik kipra</td>
<td>4 times / year</td>
<td>Russian residents in Cyprus</td>
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<td>Radio Spots and Presentations Cyprus Radio Stations</td>
<td>All year</td>
<td>Promotion of the area for locals</td>
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<td>Full Pages in Cyprus</td>
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<td>Promotion Locals</td>
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<td><strong>Total</strong></td>
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<td>B.</td>
<td><strong>EXHIBITIONS/WORKSHOPS/ROADSHOWS</strong></td>
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<td>FRE.E Munich</td>
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<td>Travel Exhibition Nicosia</td>
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<td>Tour Natur, Dueserdorf-German</td>
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<td>German Market</td>
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<td>WTM - London UK</td>
<td>2-5/11/2015</td>
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<td>Cyprus - Russian Festival</td>
<td>June</td>
<td>Russian Market</td>
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<td>Γ.</td>
<td><strong>Prints and DvDs</strong></td>
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<td>1</td>
<td>Booklet Troodos Highlights in German and English</td>
<td>April</td>
<td>To use in Exhibitions</td>
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<td>Troodos Tourism Guide in English and German</td>
<td>April</td>
<td>Local Promotion and Exhibitions</td>
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<td>Give Away material for Press</td>
<td>July</td>
<td>Promoting the area though journalists</td>
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<td>Advertising Folders</td>
<td>September</td>
<td>Meetings, Conferences, Guests</td>
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<td>Δ</td>
<td>Digital Marketing</td>
<td>All year</td>
<td>Web Readers</td>
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<td>1</td>
<td>Updating Website - Translation</td>
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<td>Social Media and Local Blogs</td>
<td>May</td>
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<tr>
<td>3</td>
<td>Promotion in travel blocks</td>
<td>All year</td>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>6.000</strong></td>
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<td>1</td>
<td>External Journalists</td>
<td>All year</td>
<td>Special Hospitality packages for travel press</td>
<td>1.500</td>
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<td>Hospitality for local press, receptionists, tourist guides</td>
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<td>1.500</td>
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<td>Eurogites A.C.M.</td>
<td>June</td>
<td>European Rural Congress 2016 held in Tour Natur, Dueseldorf-Germany</td>
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<td><strong>Total</strong></td>
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<td><strong>5.000</strong></td>
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<tr>
<th>ΣΤ.</th>
<th>PR internal and External</th>
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<td>1</td>
<td>Road Shows (bike routes, religion routes, wine routes)</td>
<td>All year</td>
<td>Local Market</td>
<td>2.000</td>
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<td><strong>Total</strong></td>
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<td><strong>2.000</strong></td>
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<th>Ζ.</th>
<th>Other</th>
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<td>AD HOC actions</td>
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<th>ΣΥΝΟΛΟ</th>
<th>Total Marketing Plan</th>
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<tbody>
<tr>
<td></td>
<td>Total CTO Funding (90%)</td>
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</table>

|       | **56.500**                           |          |             |   |
|       | **50.850**                           |          |             |   |
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 1st and 2nd Pillars.

Europe 2020

- SUSTAINABLE
- SMART
- AND INCLUSIVE GROWTH

CAP general objectives

Pillar I specific objectives
- Contribute to farm incomes and limit farm income variability in a minimally trade-distorting manner
- Improve competitiveness of agricultural sector and enhance share in food chain
- Maintain market stability
- Meet consumer expectations
- Provide public (mostly environmental) and pursue climate change mitigation and adaptation
- Foster resource efficiency through innovation
- Maintain a diverse agriculture across the EU

Pillar II priorities
- Enhancing competitiveness of all types of agriculture and enhancing farm viability
- Promoting food chain organization and risk management in agriculture
- Restoring, preserving and enhancing ecosystems dependent on agriculture and forestry
- Promoting resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors
- Promoting social inclusion, poverty reduction and economic development in rural areas

Source: Helpdesk of the European Evaluation Network for Rural Development
A Strategy based on quantitative targets and a monitoring methodology

Diagram:
- Implementing, monitoring, evaluation, *ex post*
- Programme design, *ex ante*
- Reporting on results/impacts in 2019
- Implementing, monitoring
- Implementing, monitoring, evaluation
- Reporting on outputs/results in 2017
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
Leader Funding (focus on 3-SE)

- Sustainable Ecosystem
  - The place
- Sustainable Economy
  - The people
- Sustainable Enjoyment
  - The visitors
A Strategy around the Geopark (focus on 3-SE)

1. Sustainable Ecosystem
   - 1.1 Protect
   - 1.2 Mitigate
   - 1.3 Promote

2. Sustainable Economy
   - 2.1 Educate
   - 2.2 Innovate
   - 2.3 Cooperate

3. Sustainable Enjoyment
   - 3.1 Inform
   - 3.2 Access
   - 3.3 Interact
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
Through the Leader Programme and the use of selected funding instruments designed via a bottom-up approach

As a coordinating and consulting body in the area for the private and public sectors in utilising other funding instruments for meeting the strategy objectives

As a representative body for suggesting, supporting and negotiating other policy instruments with regional and national authorities

Strategy Implementation
An Action Plan for funding through Leader

- Funding Measures
- Budgets
- Indicators (target)
- Indicators (result - impact)
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 grand the Troodos Geopark logo and promote the publications through the Centre, online 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

Preliminary suggestions arising from the Strategy
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 Geoproduts
## Self Evaluation

<table>
<thead>
<tr>
<th>General Category</th>
<th>Max</th>
<th>SE</th>
<th>Responsibility</th>
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<tbody>
<tr>
<td>Geology and Landscape - Territory</td>
<td>1000</td>
<td>930</td>
<td>GSD</td>
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<tr>
<td>Geology and Landscape - Conservation</td>
<td>1000</td>
<td>710</td>
<td>GSD</td>
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<tr>
<td>Geology and Landscape - Natural and Cultural Heritage</td>
<td>1000</td>
<td>840</td>
<td>DoF - ANET</td>
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<td>Management Structure</td>
<td>1000</td>
<td>866</td>
<td>Group</td>
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<tr>
<td>Information &amp; Environmental Education</td>
<td>1000</td>
<td>715</td>
<td>ANET</td>
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<tr>
<td>Geoturism</td>
<td>1000</td>
<td>695</td>
<td>ANET - ETAP</td>
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<tr>
<td>Sustainable Regional Economy</td>
<td>1000</td>
<td>550</td>
<td>ANET</td>
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</tbody>
</table>
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 - 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 Modernization Related to Agricultural Products
- Other Enriching activities related to nature, culture, tradition
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
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.
<table>
<thead>
<tr>
<th>Legal Engagement 1</th>
<th>• Creation of a smart phone application for guidance and education in environmental elements of the Troodos intervention area.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal Engagement 2</td>
<td>• Purchase of equipment for the creation of 2 to 3 information and education stations on environmental and cultural tourism</td>
</tr>
<tr>
<td>Legal Engagement 3</td>
<td>• Creation of three entrance and information gateways with application capability in central traffic arteries of the intervention area</td>
</tr>
<tr>
<td>Legal Engagement 4</td>
<td>• Actions to promote, educate and train the particular environmental and cultural elements of the intervention area</td>
</tr>
</tbody>
</table>
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
КУΠΡΙΑΚΗ ΔΗΜΟΚΡΑΠΙΑ
О ΠΕΡΙΟΧΗ ΠΟΛΕΟΔΟΜΙΑΣ ΜΑΣ ΧΡΗΣΙΜΟΙΣ ΚΟΙΝΩΝΙΑΣ ΜΟΜΕΝΤΟΥ 1972
ΓΗΣΕΠΟΠΟΙΗΣΗ ΧΟΡΗΓΗΣ ΠΟΛΕΟΔΟΜΙΑΣ ΛΕΜΕΣΟΥ

ΓΕΡΕΥΣΙΟ: ΚΕΦΑΛΑΙΟ ΓΡΑΦΙΚΟ ΠΟΛΕΟΔΟΜΙΑΣ ΛΕΜΕΣΟΥ
ΤΗΛ.: 25-823190

ΝΗΣΟΜΟΝΤΑ: 31/07/2017

ΑΠΟΣΦΕΙΣ: ΚΟΙΝΩΝΙΚΟ ΣΥΝΔΟΥΛΩΝ ΑΓΡΙΑΛΩΝ
ΕΛ.Τ.ΕΛ.: 31104, 3103 ΛΕΜΕΣΟΥ

ΑΡ. ΑΙΤΗΣΕΩΣ: ΔΛΕΜ/00036/2017

ΗΜΕΡ.ΑΠΟΣΦΕΙΣ: 23/03/2017

ΑΡ. ΤΣΡ.: 2439

ΠΟΛ/ΧΩΡΙΟ: ΑΓΡΙΑΙΑ

ΓEO – stars 2,961,733.00 €
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