



GREEN LEAGUE
Sport Alliance for the Environment

Case Studies Collection

Good Practices on Sport and Environment Protection-Cyprus



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Acknowledgments

This collection has been created within Erasmus+ sport project “Green League – sport Alliance for the Environment”.

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Edition: Electronic

Project reference no.: 101050262-Green League-ERASMUS-SPORT-2021-SCP



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SPORT & ENVIRONMENT INITIATIVES IN CYPRUS



CASE 1

GOAL PROJECT

AIM The aim is to use the visibility of football to address environmental issues. To do this, for every goal scored by a team, a tree is planted.	TARGET GROUP Football teams in Cyprus
GEOGRAPHICAL AREA Cyprus	SPORT or PHYSICAL ACTIVITY INVOLVED Sport (Football)

STAKEHOLDERS & PARTNERS

The main target group of the Goal project is the football teams of Cyprus, in all divisions. The clubs participate in the project by choosing how many trees will be planted for each goal. The options were 1, 5, 10 or 20.

The good practice and environmental impact involved the reforestation of a large area of land in Cyprus that burned in July 2021.

In addition, several stakeholders (Ministries, CMO, media, etc.) supported the project.

WEBSITE REFERENCES

<https://www.facebook.com/thefootballprojectcy/>

SHORT DESCRIPTION

The Goal Project was launched in 2021 and is an ongoing project of the Football Project. The "Football Project" is an informal, non-profit initiative of a small group of young people with the main purpose of exploiting the potential of football for the benefit of society and especially youth. It was created in 2016, running various projects in different thematic areas. *"At The Football Project, we believe in the power of football. [...] Football can be used not only as a means of entertainment and exercise, but also as a means of education and public awareness."*

The methodological approach includes the following steps:

1. The football project called on all football clubs in Cyprus to support the effort to restore the natural environment affected by the fires on the weekend of 3-4 July 2021 on the island.
2. An agreement between the football clubs involved and the Goal project,
3. The organisation of the tree planting,
4. Involvement of other stakeholders (environmental organisations, citizens and children, football clubs).
5. Spread and promote the project to the wider community through social media during the project. Update social media for each match in which the teams participate.

CHALLENGES

Some of the challenges during the project are:

- Stakeholder involvement in the process.

IMPACT

Overall, the impact of the project on communities, society and stakeholders was positive. Due to the implementation



- Involving the public in planting the trees.
- Collaborating with local municipalities to plant the trees.

of the project, the public was able to see their groups involved in this initiative and realise the importance of the environment. Moreover, the impact on the lives of the beneficiaries was not so much direct as indirect, because the selected area for tree planting will affect the local community, the lives of the people around it and the people who will participate in the tree planting.

SUSTAINABILITY

When implementing projects that promote social aspects, such as the environment, it is important that they are socially, economically, and environmentally sustainable. The economic sustainability of the project lies in the fact that the participating football clubs have covered the cost of the trees to be planted under this project.

The philosophy behind this is that the football clubs will give back to the community. From a social point of view, getting young people involved in the project and from an environmental point of view, the long term care of the trees by the local community.

REPLICABILITY

The Goal project can be widely scaled up, it was implemented at national level in Cyprus, but it can take a step forward and be applied in other countries. Football is a popular sport around the world and in other countries football clubs are bigger and their participation in projects like this can promote and raise awareness of the environment on a wider scale.

Furthermore, it is possible to use this analogy in other sports. However, in some sports, it may be difficult to implement. For example, in basketball matches it may be difficult to achieve realistic targets due to the large number of goals scored. It may be easier to achieve and implement in sports such as football or handball.

LESSONS LEARNT

The key messages and lessons learned from this good practice are:

- Increasing environmental awareness through sport.
- Cultivating a culture of planting trees and monitoring their growth.
- Popular sports such as football have promoted an environmental issue in the public sphere, which is the loss of woodland due to fires.

The Goal project is an essential good practice on the island and is an initiative that gives back directly to the community. The project used one of the biggest fires in Cyprus as an opportunity to help the environment through the most popular sport on the island.

CASE 2

THE 7 RS OF SUSTAINABILITY THROUGH SPORTS

<p>AIM</p> <p>The aim is to develop an innovative outdoor training area by volunteers, which will be made of recyclable or reusable materials. The equipment was constructed and placed in a public space accessible to all.</p>	<p>TARGET GROUP</p> <p>Citizens</p>
<p>GEOGRAPHICAL AREA</p> <p>Dali, Nicosia</p>	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Sports and Physical Activity</p>

STAKEHOLDERS & PARTNERS

The beneficiaries are citizens, mainly from the specific region.

WEBSITE REFERENCES

<https://www.facebook.com/7RsSports>

SHORT DESCRIPTION

The project "7 Rs of sustainability through sport" was an ESC (European Solidarity Corps) project and aimed to create an outdoor space for access and exercise for all.

This initiative took place in an area outside Nicosia, Cyprus and the environmental perspective of the project involved outdoor activities and exercises using sustainable equipment.

Part of the project was a number of environmental trainers who informed the public and volunteers about the 7Rs. Also, sports trainers who advised on the appropriate way to set up the equipment and how to use the materials. In addition, the space is co-created and everyone can contribute what they know, their skills and materials.

The methodology approach is:

1. The volunteers met and planned how to build the equipment.
2. Part of the project involved trainers who informed and educated the volunteers on how to use the different materials.
3. Meeting and planning the project procedures.
4. Through monthly meetings the volunteers started implementing the project. The equipment was built with the help of volunteers who participated in the project.
5. Project participants invited people to share materials with them.

CHALLENGES

Some of the challenges are:

1. **Difficulty in finding materials:** The materials used for the gym were given by local people, or from acquaintances of the volunteers. For example, people hiking brought robes or tyres provided by local people in the area and wood from the green spots. However, other materials

IMPACT

The organisers did not inform and promote the project as much as they should have. The individuals who learned about the environmentally friendly and sustainable outdoor gym were the people who participated and volunteered in the project. However, the organizers are trying to



were difficult to find and a quantity of them had to be purchased, for example, metal materials.

2. **Municipality:** another challenge was with the local municipality and the long time to get permission for the site.
3. **Budget:** the budget was limited and the people who were volunteering could not volunteer for six months.

promote the sustainability of the site through other activities.

Additionally, the impact on the environment is vital because the volunteers reused the materials to build something new in the area without creating unnecessary waste.

SUSTAINABILITY

7 Rs of Sustainability Through Sports has some volunteers who help throughout the project and the implementation of the project was necessary especially for the youth to understand the environmental aspect of the issue, but also to use the local space created by the community for exercise.

REPLICABILITY

This initiative can be carried out on a national scale, but the difficulty is the minimum number of volunteers and finding the materials. Other than that, the municipality's help in assisting these initiatives is important. An agreement with the local authorities can help to implement and develop these initiatives.

LESSONS LEARNT

The key message is:

- The importance of outdoor activities from an environmental point of view,
- The importance of the social and environmental significance of outdoor recreation,
- The social aspect in terms of promoting an area for all.

The lesson learnt from this good practice is the importance of working in a community. This initiative also raises awareness of the environment through social media. In addition, environmental education was provided to volunteers on how to use materials or what materials to use.

The 7 Rs of sustainability through sport is a perfect start for the island to develop an understanding of the importance of sustainability and for people to create a space together. The importance of this co-creation of space is for people to realise the importance of reusing materials to create something new, but also to be able to respect and protect their local community.

This project brought together people living in the area and created a local outdoor space for people to exercise while helping the environment.

CASE 3

EDUCATION UNIT FOR THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT (EESD)

<p>AIM</p> <p>The aim of the EESD project is to develop in students and other population groups a sense of personal and collective responsibility for protecting the environment and ensuring sustainable living conditions. In addition, specific objectives of the hiking activity are to learn about the nature trails in Troodos, to understand the importance of nature trails, to develop critical thinking and to become aware of the personal responsibility of each individual for their conservation and protection.</p>	<p>TARGET GROUP</p> <p>Schools (Students, Teachers and Parents)</p>
<p>GEOGRAPHICAL AREA</p> <p>Cyprus</p>	<p>SPORT or PHYSICAL ACTIVITY INVOLVED</p> <p>Physical Activity</p>

STAKEHOLDERS & PARTNERS

Pedagogical Institution, Municipalities, Local communities, schools, NGO, Universities, Research centres, organisations.

WEBSITE REFERENCES

<https://elearning.schools.ac.cy/index.php/el/meno-spiti-ucy/video/3-spiti-sti-fysi2>
<https://elearning.schools.ac.cy/index.php/el/meno-spiti-ucy/video/12-spiti-sti-fysi4>
<https://mepaa.moec.gov.cy/index.php/el/>
<https://peeaad.schools.ac.cy/index.php/el/>
<https://elearning.schools.ac.cy/index.php/el/monada-perivallontikis-ekpaidefsis>

SHORT DESCRIPTION

The Unit of Education for the Environment and Sustainable Development (EESD), which was officially established in 2018, is the competent unit of the Ministry of Education, Sports and Youth (MESY) for the promotion of environmental education and sustainable development issues in the context of formal, non-formal and informal education.

The strategic objective of the EESD unit is to integrate Environmental Education and Sustainable Development in all educational levels of the country.

The EESD implements a few key actions, such as the integration of environmental and sustainable development issues in the curriculum of all educational levels, the education and training of teachers and educational staff on environmental education and sustainable development issues.

These are different types of activities in which students can participate. This case study will focus on hiking on Mount Troodos and how the combination of an outdoor sport can help students to increase their environmental knowledge.

For this activity, primary school students participate.



- A. Teachers follow several guidelines for implementing the hiking activity.
- B. First are the trails that teachers can choose for their students. It depends on the ages of the students.
- C. Recommendations about students' clothing, what to bring with them and how to complete the worksheets for the activity

CHALLENGES

The challenges are limited because the project is promoted and supported by the Ministry of Education. However, one challenge is for students to ensure that they continue what they have learned in their own homes and families. In addition, it is to continuously update the material with new information. Furthermore, another challenge is, because the project focus is on Cyprus, there is limited access to information on global environmental issues not related to the island.

IMPACT

The impact of the students is positive, they learn about the environment through interactive activities that are not only theoretical. They have the opportunity to explore nature.

The project gives the opportunity to all students of all ages to participate. This means that over the years they participate in different activities and learn more and more. For example, students apply all the knowledge they have learned from primary school to high school. In addition, schools are promoting environmental and sustainable thinking in their lessons.

This video shows examples of sustainable schools in Cyprus and how students are using all the knowledge gained from the different activities and resources in the project to create new tools: <https://elearning.schools.ac.cy/index.php/el/meno-spiti-ucy/video/12-spiti-sti-fysi4> .

SUSTAINABILITY

The first element that has made this practice institutionally, socially, economically and environmentally sustainable is the fact that this project is being implemented within the Ministry of Education. Teachers who have a heavy workload can do something extra with their students in the context of education and are supported by the ministry.

In addition, the materials developed to support teachers are extremely important. Especially because a lot of new teachers are coming in and the knowledge is available to them.

REPLICABILITY

The project is being implemented on a national scale and replication in another geographical area is dependent on the Ministry or the local community, mainly due to funding and support for schools to get out there with their students and explore nature.

In addition, in a different geographical area larger than Cyprus, the collaboration on environmental issues with other schools from different regions or countries can act as a tool for students to share their experiences about the environment or to



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share the activities they have done in school.

LESSONS LEARNT

The key messages and lessons learned from this good practice are:

- Increasing environmental awareness through hiking in nature,
- Increased learning through hiking and empathy for nature.

Most students in Cyprus participate in this project and for some this is their first contact with environmental issues. The experience of hiking the Troodos trails is essential for understanding environmental issues in a different, interactive way



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CASE 4

CLEAN UP THE MED

AIM Clean up the Med is an event that took place in 2020. The aim of the event was to clean up a particular beach and then take the opportunity to do an outdoor activity, in this case yoga.	TARGET GROUP Citizens
GEOGRAPHICAL AREA Lady's Mile Beach, Limassol, Cyprus.	SPORT or PHYSICAL ACTIVITY INVOLVED Physical Activity

STAKEHOLDERS & PARTNERS

The partners of the specific event were different NGOs, such as:

- Centre for Social Innovation (CSI),
- Ecological Cyprus Movement,
- Cyprus Girls Can,
- Youth Cyprus Greens,
- Youth Board of Cyprus.

WEBSITE REFERENCES

<https://www.facebook.com/events/2603373516640068>

SHORT DESCRIPTION

The event is one of many that take place on the island to keep the beaches clean. The event was organised after the summer, which was a good opportunity to clean up after a busy summer period.

The importance of this event is the combination of cleaning up an area and then organising an attractive and rewarding activity for people, such as meditation and exercise

The event started at 16:00 until 18:00 at Lady's Mile beach in Limassol. Then, between 18:00-19:00 participants could take part in the "BeActive Against Plastic Beach Yoga Sunset Session" (organised by Cyprus Girls Can & Red Elephant Yoga). After the end of the yoga session, a drinks event was held in appreciation of the volunteers.

CHALLENGES The challenges of the event were time, money, and volunteers. The latter is one of the reasons why some of these events are difficult to implement. It is also important to have the support of local authorities to help and spread these initiatives more widely.	IMPACT The impact was not one-dimensional. Firstly, the impact on the environment was significant, the beach was cleaned up and public awareness of pollution was raised. Beyond that, participants had a positive impact from the sporting and environmental aspect of the event.
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SUSTAINABILITY The elements that need to be present for an event to be institutionally, socially, economically, and	REPLICABILITY This initiative has been adopted in many countries but has developed
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environmentally sustainable are the combination of sport, environment and networking to create an event that takes people's time and gives them something extra in return. In this case, the yoga session was a great way to get people involved and to try something new without spending money.

One of the important things was also the appreciation drinks, which help to reinforce the importance of volunteering and networking for people. As a result, volunteers get to know each other and make it easier for them to volunteer in the future.

differently depending on the local context.

Particularly during the summer months, it is very useful to implement these activities as often as possible and use new interactive ways to keep people participating and/or volunteering.

LESSONS LEARNT

Some key messages that emerge from these good practices are: volunteering for the environment, cleaning up your local community, using sport.

The Clean up the Med event allows people to link environmental awareness with sporting activities. Another essential aspect of the event is its practical dimension, it gives back directly to the community and does not stay in theory.





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