



CYPRUS
CHAMBER OF
COMMERCE AND
INDUSTRY



REFILL CYPRUS CAMPAIGN

Opportunity for Sponsors to highlight their corporate environmental sensitivity

Every year between 8 and 10 billion kilos of plastic waste ends up in the oceans where it breaks down into small pieces that can no longer be recovered, while the negative effects of this phenomenon on human health and marine life and the ecosystem in general are increasing more and more. Unfortunately, recycling plastic bottles alone is not enough to combat the plastic crisis.

The Cyprus Chamber of Commerce and Industry, as part of its social responsibility, joins forces with the environmental, non-profit organization 'Let's Make Cyprus Green' and supports the ***REFILL CYPRUS*** campaign. This campaign includes the **installation of water stations dispensing free, filtered and cold drinking water in public spaces, activated by a touchless sensor**, thus reducing our dependence on plastic bottles. This campaign has recently been nominated for the Energy Global Award.

The first water station has already been installed on the beach of Yermasoyia in Limassol, while the relevant permits have been granted for the installation of more stations in public spaces of other municipalities too. Help us tackle the plastic pollution crisis by joining the ***REFILL CYPRUS*** campaign as a Sponsor, highlighting your corporate environmental sensitivity. For details on the sponsor packages available and more information, you can click [here](#).

If you are interested in supporting the ***REFILL CYPRUS*** campaign as a sponsor, please fill in your contact details [here](#) so that the 'Let's Make Cyprus Green' representative can contact you.

For any clarifications, please feel free to contact Demetra Palaonda at the CCCI, tel. 22889713, demetrap@ccci.org.cy.



Dear friends,

LET'S MAKE CYPRUS GREEN is an environmental non-profit organization on a mission to raise public awareness of the negative human impact on the planet, especially the harm caused by excessive and improper disposal of waste, and the use of plastic.

*Awarded "Best Environmental Awareness NGO - Cyprus" in 2019 by the European Enterprise Awards
Awarded "Environmental Organization of the Year" in 2020 by ELAFI Animal Welfare Awards*

Opportunity for Sponsors

Please help us tackle the plastic pollution crisis by joining **Refill Cyprus** - a behavior change campaign created to help people reduce plastic consumption by making it easier to reuse and refill bottles through Water Refill Stations in public spaces. The Water Stations are of an innovative design, dispensing free, filtered and chilled drinking water, activated by a touch-free sensor. Every Water Station will carry advertising and thus promote the image of our sponsors, showing that you care for the environment. What we need is seed-funding to start the process. Your donation will bring us closer to our goal - offering everyone an alternative to single-use plastic.

We kindly ask for your support to help accelerate our Refill Cyprus campaign – which was recently nominated for an Energy Globe Award, the world award for sustainability and is today's most renowned environmental prize worldwide.

Problem: Across the world, humans are buying a million plastic bottles every minute and the number is only rising. Every year, between 8 and 10 billion kilos of plastic waste ends up in the ocean, where it breaks up into small pieces that can no longer be recovered. The Mediterranean already holds up to 10 million plastic particles every square kilometre and the toxic chemicals leaching from plastics have worrying implications for human health.

And unfortunately, recycling plastic bottles is not enough to combat the plastic pollution crisis. Each time a plastic bottle is recycled the polymer chain grows shorter, so the same piece of plastic decreases in quality to the point where it can no longer be used. This common misconception that plastic can be recycled many times over allows many to justify high use of single-use plastics on the basis because they are recyclable and therefore do not end up as waste. However, no matter how much plastic we end up recycling, there will still be a high demand for plastic, it will continue to pollute landfills and oceans, and we will continue to see the rising emissions which are damaging the environment.

Cyprus produces 640 kilos of municipal waste per capita per year, far higher than the EU average of 482 kilos. As yet there are almost no "refill and reuse" options available.

Solution: Luckily, with our Refill Cyprus campaign, we're targeting the source of the problem as we're negating the damage caused by plastic because we're not sanctioning the use of it at all. By switching from bottled water to a reusable bottle containing filtered tap water, it will help us to stop depending so heavily on non-essential plastic, and instead, prevent waste entirely. The Waste Law of 2011 (185 (1) / 2011) states that waste reduction should be the highest priority, and this project targets exactly that by reducing consumption.

The first Water Station has already been installed on Yermasoyia seafront and was launched with a ceremony covered by local newspapers, radio and social media channels. Every €7,000 we can now raise will pay for the purchase of one more Water Station. The project will be continually supported by a public awareness campaign about the harms caused by plastic pollution with posts on our social media channels and website.



... Start protecting our environment today by helping us create a healthy, more sustainable future ...
Please see our current sponsorship opportunities below

Type of Sponsor	Bronze	Silver	Gold	Platinum
Benefits of your sponsorship	€2K	€3K	€4K	€7K
– Mention your company on our social media pages (16+ organic followers) – Publish photos after the launch ceremony on our social media pages and website which will thank you for helping us install the Station	✓	✓	✓	✓
– Include your company logo on the Water Station – Add your company logo & website link to our website – 10% coupon code for your employees to use on EkoNest eco-products		✓	✓	✓
– Add your company logo to the launch ceremony video – Mention your company in all press releases – Presence at the location of the launch ceremonies in whatever way you prefer (banners, flags, booth, table, etc.)			✓	✓
– Advertise your company on a full front Station panel for 12 months – One year company membership to Let's Make Cyprus Green				✓

Sponsorship Level	Amount	Please indicate your interest
Bronze	€2000	<input type="radio"/>
Silver	€3000	<input type="radio"/>
Gold	€4000	<input type="radio"/>
Platinum	€7000	<input type="radio"/>

..... Upgrade Your Sponsorship Package

You can raise the profile of the campaign and increase your publicity by adding your company logo to any of the below initiatives – all will be promoted on social media channels tagging your company

Project Enhancing Initiatives	Amount	Please indicate your interest
- Raise awareness through thought-provoking billboard advertising	€400	<input type="radio"/>
- Film educational videos regarding plastic waste	€400	<input type="radio"/>
- Animated and educational explainer videos to raise awareness about the implications of plastic pollution	€4k	<input type="radio"/>
- Develop an Android/iOS mobile application to promote the Refill Stations on a map and other environmental information	€5k	<input type="radio"/>
- Cyprus's first body care or cleaning solution refill station to be installed in a local supermarket	€9k	<input type="radio"/>

The above packages are dated from 24.05.2021 and may be subject to change



Reduce Reuse Refill



Refill Cyprus: Sponsorship Commitment Form

Please note that we can make a customized Sponsorship Package if you have specific requests. Feel free to contact us if you wish to discuss this option or should you have any questions.

Company Name	
Contact Name & Position	
Signature	

Please return this form to Eleni Kazelas at ekazelas@gmail.com

Thank you very much for your support!

Best regards,





ELAFI ANIMAL WELFARE AWARDS

Awarded "Environmental Organization of the Year" 2020 by ELAFI Animal Welfare Awards



**ENVIRONMENTAL ORGANISATION
OF THE YEAR
OFFICIAL CERTIFICATE**

Winner 2020

Let's Make Cyprus Green



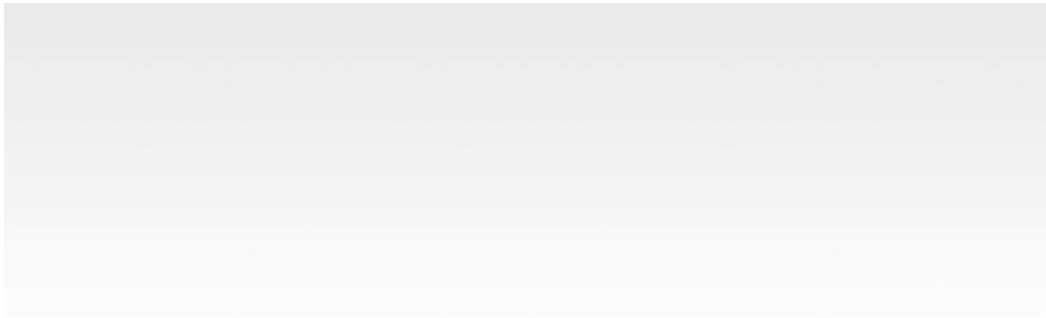
ANNA GEORGHALLIDES

Founder & C.E.O



EU BUSINESS NEWS

Awarded "Best Environmental Awareness NGO - Cyprus" in 2019 by the European Enterprise Awards



EUBusiness.
news

European Enterprise Awards

Let's Make Cyprus Green

Best Environmental Awareness NGO – Cyprus





Energy Globe Award

The Refill Cyprus campaign was recently nominated for an Energy Globe Award, the world award for sustainability and is today's most renowned environmental prize worldwide, by Mr. Wolfgang Neumann (Energy Globe Founder). Evaluations for this award will be announced in June – Nov. 2021



