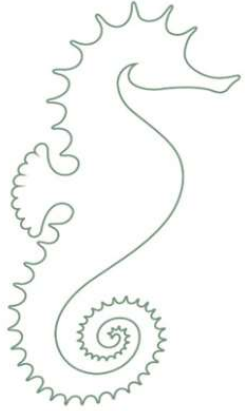




Project co-financed by the European  
Regional Development Fund



COSTA NOSTRUM®  
Sustainable Beaches'  
Certification

## Protocol for the Sustainable development & management of the Mediterranean Beaches

08/10/2020 | Rethinking Tourism

*Vassilis Zissimopoulos, CEO - Founder Costa Nostrum,*  
[info@costanostrum.org](mailto:info@costanostrum.org)

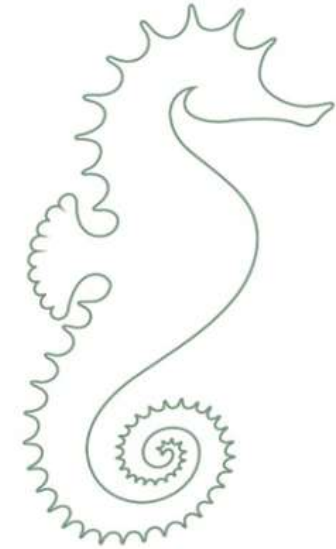


# Costa Nostrum's dedicated creative team

(80+ years of experience in total)



Vassilis Zissimopoulos	<b>CEO &amp; Founder</b> <b>BEng Mechanical Engineering, 2 M.Sc.</b> 15+ Years Experience about Sustainability
Athina Kypriotaki	<b>PR &amp; Communication Manager</b> <b>2 M.Sc.</b> 15+ Years Experience
Dimitris Poursanidis	<b>Scientific Advisor</b> <b>PhD Marine Biologist</b> 15+ Years of Experience about Marine Flora & Fauna
Nikos Stivaktakis	<b>IT &amp; New Technologies Advisor</b> <b>Computer Science, M.Sc.</b> Highly Experienced Professional in IT and New Technologies
Victor Koumantakis	<b>Full time Media and Marketing Expert</b> <b>Journalist, Digital Media Expert</b> 17+ Years of Experience
Alexandros Tringos	<b>Sales Representative</b> <b>Oceanographer</b> Water Quality Microbiologist



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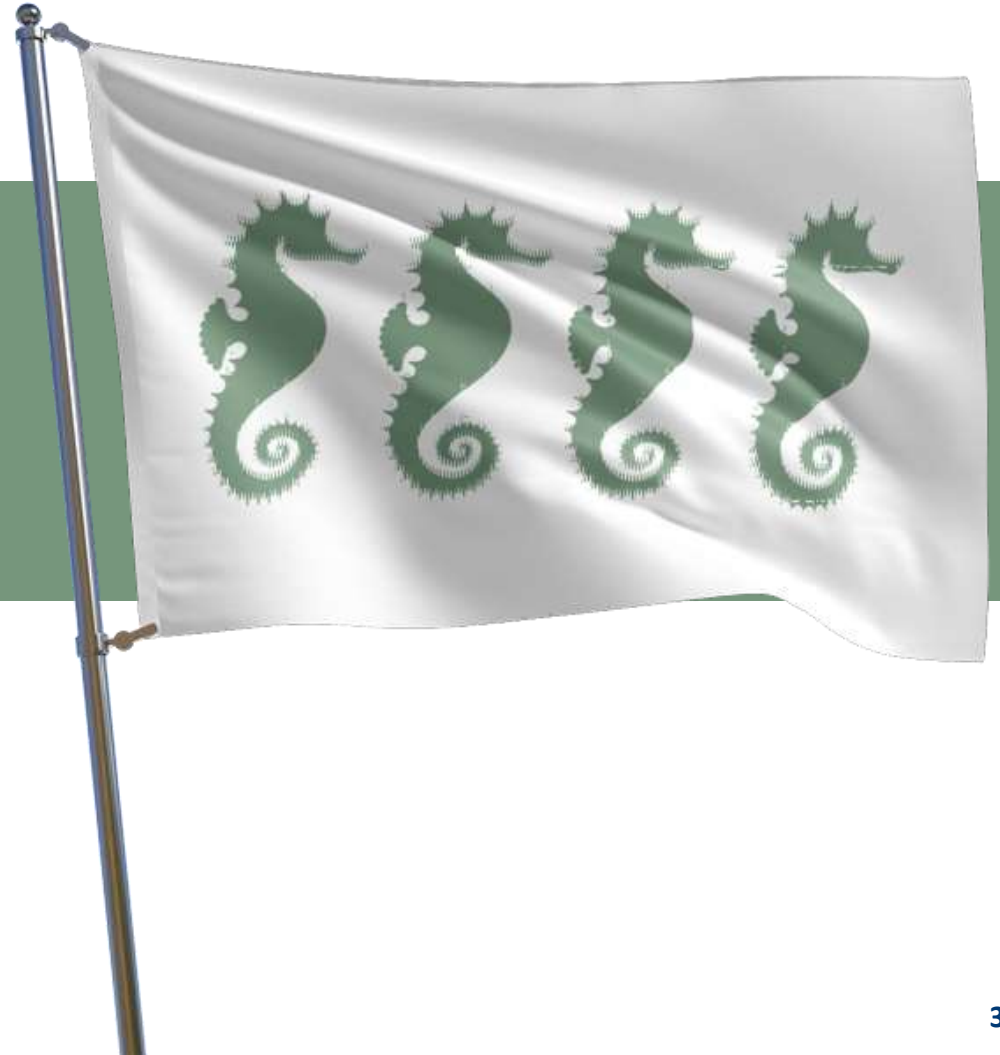


# Our mission



Through Costa Nostrum – Sustainable Beaches protocol is...

... to **transform** every public or hotel beach to a World Class 5\* star (4 sea horses) Sustainable Beach.



# What we are up against? - Beaches are under pressure



- **> 100 million tourists on the Mediterranean coasts during the summer**
  - ≈ 50% Annual Growth Rate (AGR)
  - > 500 million tourists until 2030
  - Overcrowding
  - Collapsing ecosystems
  - Negative impact on tourism coming

**117% ↑**  
*in beach pollution  
due to tourism*



# What is the challenge about?



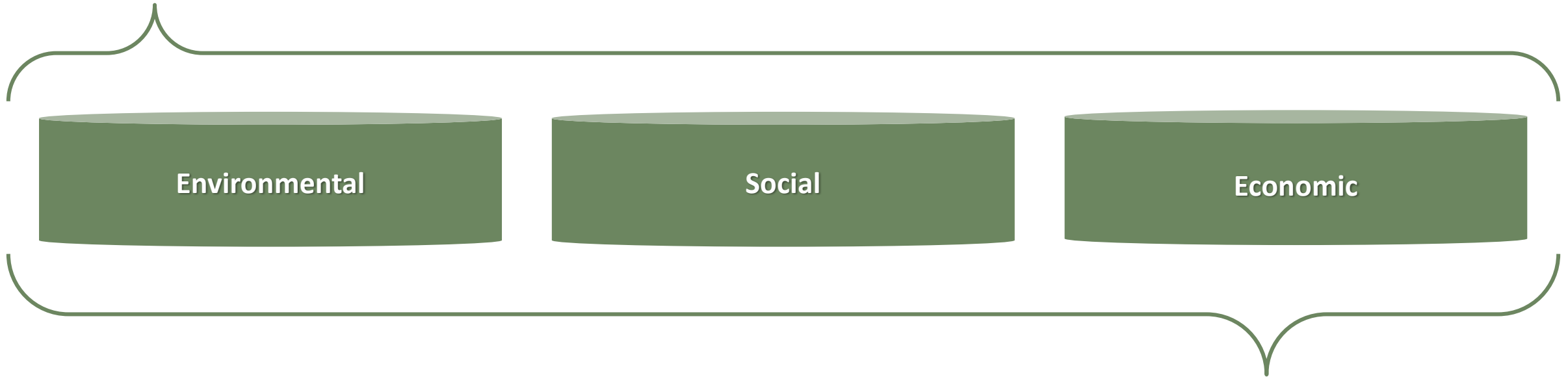
- **Current solutions are inadequate**
- **No recognized sustainable beach management system**
- **Current solutions are fragmented with multiple points of failure**
- **No immediate upside to sustainability**
- **“No Scale-free” / “No Place-free”**
  - Every beach has its own unique characteristics



# How Costa Nostrum meet the challenge?



- Delivers a holistic solution
- Brings together many partial solutions
- Action is taken at the level that is closest to the real world of places
- Community & stakeholder engagement



Measuring 39 criteria





# Why now?



## Demand for sustainable beaches is increasing

≈ 80% of Mediterranean tourists visit beaches:

- *Seek authentic & unique experiences*
- *Search for a sustainable hotel & destination*



## Satisfied tourists

- Promote the destination / municipality and the hotel
- Increase competitive advantage
- Increase revenues
  - *Come back often*
  - *Bring friends & family*
  - *Stay longer*
  - *Spend more*

## 12 Certified Costa Nostrum Sustainable Beaches until today

We have the “know - how” to expand it in multiple beaches across the Mediterranean Sea

**Covid-19 proved the need to move towards a more sustainable tourism model**







# Our value proposition



- **Enhanced Covid-19 preventing measures & guidelines for beaches**
  - A new protocol for “covid19-shield” beaches was created
- **If you don't measure it, you can't improve it (sustainability)**
- **Identify and replace poor practices**
- **Objective rating scale of sustainability**
- **Go further than innovation**
- **Global promotion of the certified beaches**
- **Increase of Property Unique Selling Point & Brand Perception**
- **Increase Satisfaction of customers**

**Increase of customers**

	Beach rating	Score
Unsustainable		< 40
Beginner		40
Acceptable		41 – 67
Competitive		68 – 99
Leading the way		100





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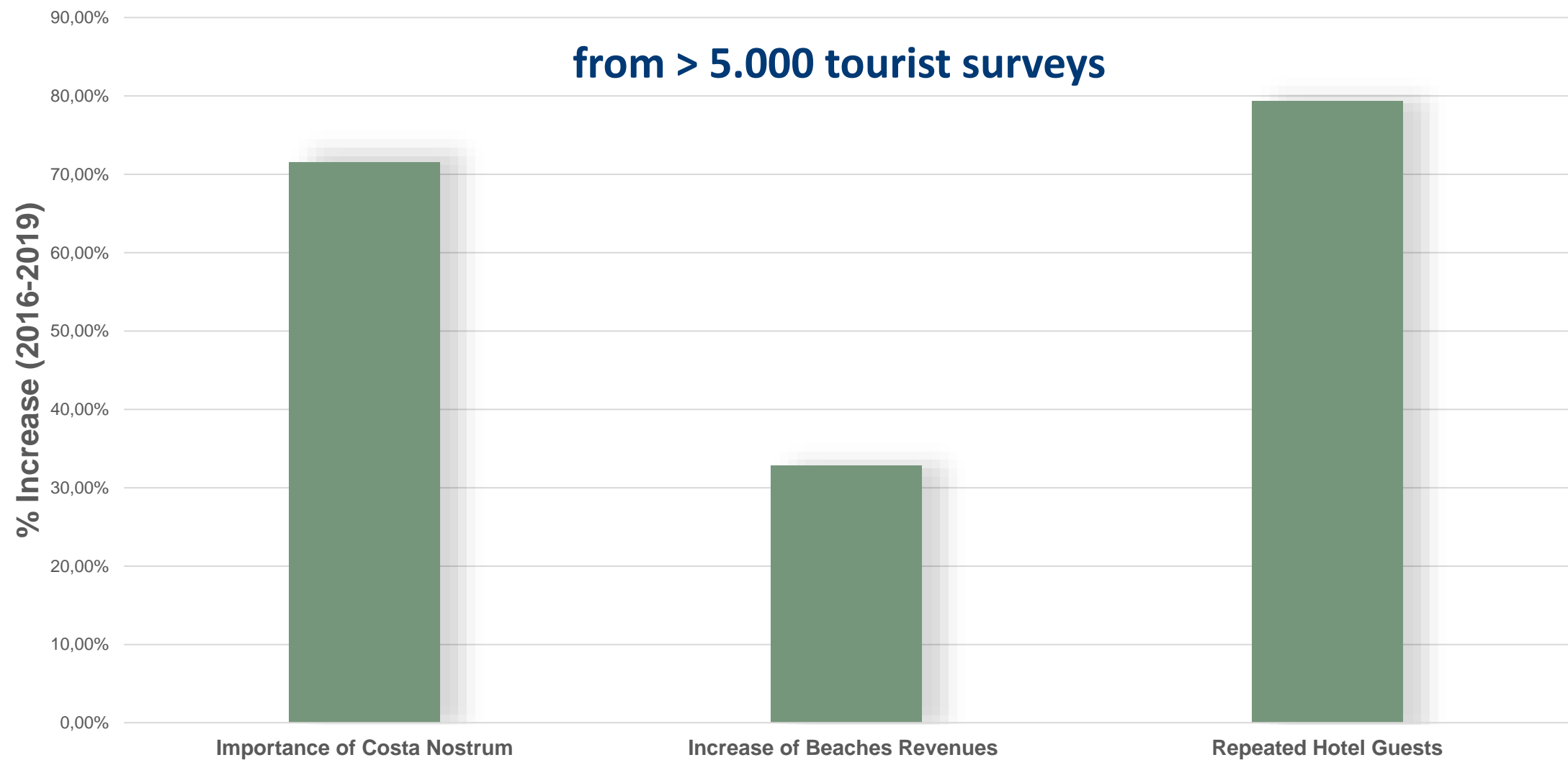


in Certified  
Beaches  
over 4 years

# Tourists love certified Costa Nostrum beaches



from > 5.000 tourist surveys



# Costa Nostrum network vs. One Big



COSTA NOSTRUM	BLUE FLAG
<b>Sustainability protocol Increase Sustainability</b>	<b>Environmental protocol</b>
Involves beaches visitors Bathers through non stop online survey	N/A
Carrying capacity of the beach	N/A
Covid-19 preventive measures	N/A
<b>Certifies ALL beaches</b>	<b>Organized beaches ONLY</b>
Annual monitoring & upgrade potential	N/A
Beach ranking	N/A
Support - Consulting services	N/A
Customized, Innovative Standard & Premium Services	N/A
Creation of a "two way bond" visitor - beach & a very personalized experience	N/A
Global Beach Promotion	N/A



Similar Protocol **does NOT** exist Globally

# Costa Nostrum distinctions & awards

1. European Business Awards for the Environment  
(Nominees in two categories)



2. **Two awards** at the Greek Business Awards for the Environment



3. **Good Practice** in two European programs



4. **International award** - Innovation contest



5. **National award** - Treasures of Greek Tourism



6. **Successful participation** in three Incubator programs



# Business partnership & clustering



- **Government**



- **Certification Orgs**



- **Chambers**



ΕΠΙΜΕΛΗΤΗΡΙΟ  
ΗΛΕΙΑΣ





# We want a sustainable future for the tourism sector



In this effort, we want to collaborate with countries, organizations, regions, municipalities, hotels and beaches across the Mediterranean Sea that have the same vision and aim with us...

*A Sustainable Future of the Tourism Sector!*





Join us today to transform your Beach  
to a World Class  
**5\* Star Sustainable Beach!**

**Thank you!**

[www.costanostrum.org](http://www.costanostrum.org) | [info@costanostrum.org](mailto:info@costanostrum.org)

