



Αναπτυξιακή Εταιρεία  
Πάφου Αφροδίτη



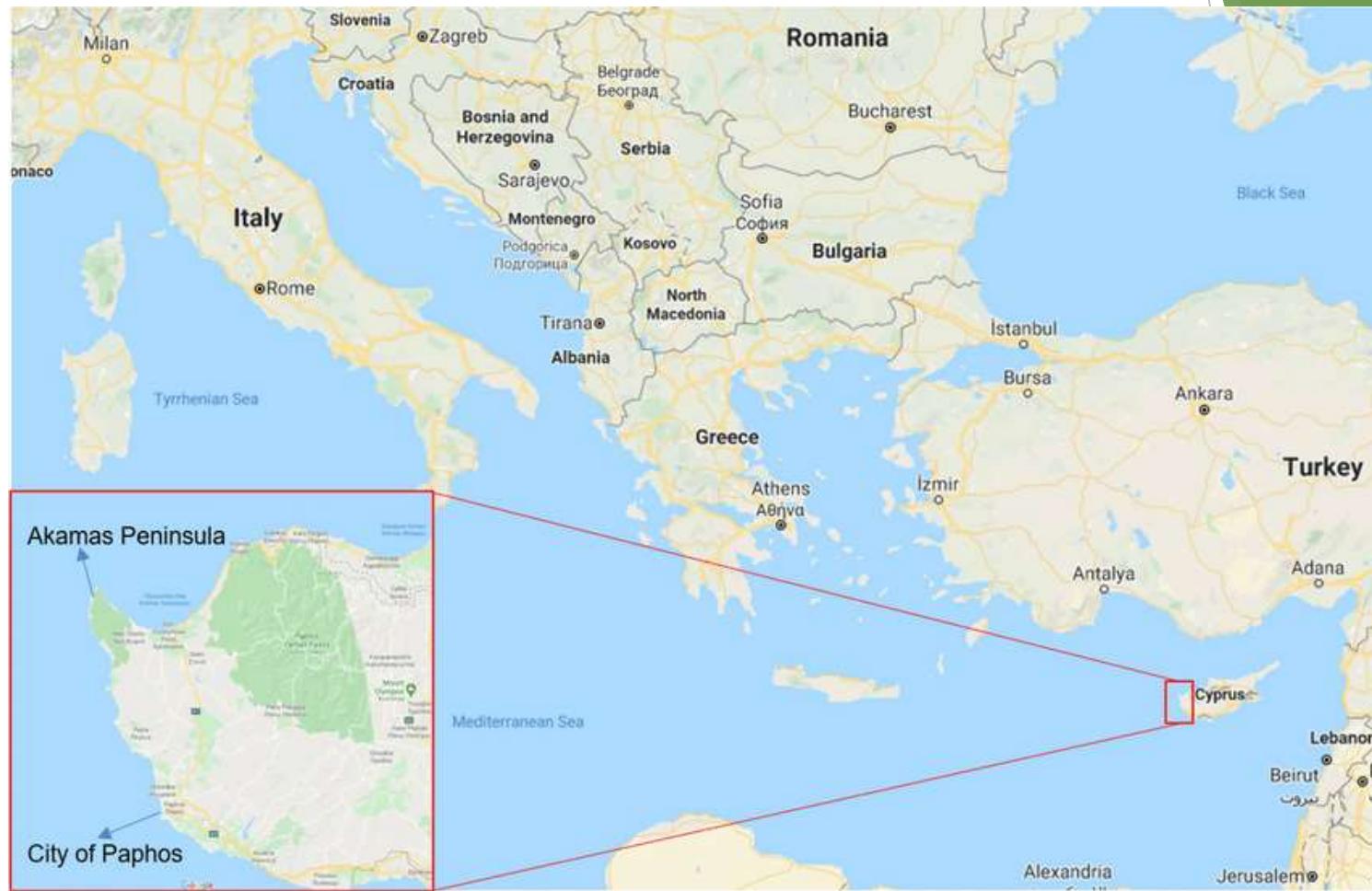
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- ▶ Αναπτυξιακή Εταιρεία Πάφου «Αφροδίτη» ΛΤΔ.
- ▶ Development Agency of Paphos Afrodite LTD.

- ▶ Paphos is a city located on the **southwestern coast of Cyprus**, an island country in the Eastern Mediterranean. It is both a **modern city** and an area rich in **historical and archaeological significance**.
- ▶ The wider Paphos District, which includes rural villages and smaller towns like Polis and Pegeia, has a total population of approximately 90,000-95,000 people.
- ▶ Paphos is known for the rich Historical and Cultural Heritage
  - ▶ UNESCO World Heritage Site: The Archaeological Park of Kato Paphos includes
    - Roman villas with mosaic floors
    - The Tombs of the Kings
    - Ancient theatres and fortresses
    - Birthplace of Aphrodite: According to Greek mythology, the goddess Aphrodite was born from the sea foam near Petra tou Romiou (Aphrodite's Rock), just outside Paphos.
- ▶ In recent years, Paphos has taken steps toward sustainable tourism, urban mobility, and energy efficiency.





# Development Agency of Paphos Afrodite LTD.

- ▶ The Development Agency of Paphos “Aphrodite” Ltd (also referred to as the Local Action Group, or LAG, for Paphos) is a key regional development organization focused on sustainable rural growth and empowerment in the Paphos district of Cyprus.

## Our Mission & Strategic Focus

### Core Objectives:

- ▶ Enhance the quality of life for residents.
- ▶ Position the region as an appealing place to live.

### Strategic Priorities:

- ▶ Balanced economic development.
- ▶ Boosting competitiveness of local products and services.
- ▶ Promoting environmental sustainability.
- ▶ Fostering social cohesion

# Raising Awareness of Fundamental Rights and EU Values through Sustainable Transportation Infrastructure”

- ▶ The promotion of fundamental rights and European Union values can be powerfully advanced through the lens of sustainable transportation. In Paphos, a city rich in cultural heritage and increasingly oriented toward modern development, transportation infrastructure serves as both a physical and symbolic connector among communities. By designing and implementing sustainable mobility initiatives – such as accessible public transport, safe cycling routes, pedestrian-friendly zones, and low-emission transport systems – the city can embody core EU principles of equality, inclusion, and environmental responsibility. These initiatives reflect the EU’s Charter of Fundamental Rights, which emphasizes freedom of movement, social cohesion, and the right to a healthy environment.



► Sustainable transportation also offers a platform for civic engagement and public education about EU values. For instance, awareness campaigns integrated into transport projects – through digital signage, community workshops, and partnerships with schools – can highlight themes such as non-discrimination, accessibility, and environmental justice. When residents and visitors engage with transportation that is efficient, inclusive, and environmentally sound, they experience firsthand how EU values translate into everyday quality of life. In this way, sustainable mobility becomes not just a technical goal, but an educational and social tool for cultivating European identity and solidarity.



► Moreover, promoting green and inclusive mobility in Paphos aligns with the European Green Deal and the EU Urban Agenda, which call for equitable transitions toward climate neutrality. Projects such as electric bus systems, shared mobility hubs, and barrier-free transport access can demonstrate how sustainable development integrates with human rights – ensuring that all citizens, including people with disabilities, the elderly, and those in rural areas, can move freely and safely. These actions reinforce the EU's commitment to dignity, equality, and respect for diversity.



- ▶ Finally, embedding fundamental rights into sustainable transportation policy can strengthen democratic participation at the local level. When the people of Paphos are consulted and included in planning processes — through open dialogues, participatory design, and inclusive decision-making — they not only shape the infrastructure of their city but also reinforce the democratic values at the heart of the EU. Thus, by investing in sustainable transportation, Paphos has the opportunity to become a model for how local development can both embody and promote the European vision of a just, green, and cohesive society.

► In Paphos, we have the opportunity to lead by example. By engaging citizens in planning and decision-making, we ensure that sustainable transport reflects local needs while promoting European values. When people see that their voices matter, democracy itself grows stronger. So let us see sustainable transportation not only as a tool for mobility but as a **vehicle for change** – one that carries the message of our shared European values into every neighborhood and every life it touches.



# THANK YOU



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