

# BEST PRACTICES

Title of your case study

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## Institutional information

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*Google + (link)*

*Media*



## Summary

### Explain your case in one or two sentences

We spoke with Mrs. Georgia Shoshilou, the director of Ecophysics, a family business in Vavla, Cyprus. Ecophysics started as an organization that was focusing on beekeeping but they later expanded their work to bee-based products and created an information center. Georgia told us that the aim of the organization is to inform people about beekeeping, the environment and nature in general through educational programs and outdoor activities.

**Background information: How was the situation previous to your actions?**

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Georgia told us that in order to make beekeeping process profitable you normally need to have a lot of hives. This has led many producers to add sugar to the hives in order to have honey all-year long. However, this makes bees produce sugar-based honey. Ecophyscis decided to stay small and follow ethical and sustainable practices.

**What were the needs you identified?**

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Ecophyscis wanted to create something with love and share it with the world. As Georgia observed, there was not enough information out there about beekeeping and they wanted to inform people about the beekeeping production process.

**What solution you found to cover those needs?**

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The company produces honey and wax-based products but also provides educational activities to different types of groups and ages. This includes students, families, tourists, etc. These activities aim to transfer knowledge and share experiences with the target group. For example, they have activities to inform people about unboiled honey which changed people's perception on how they view the honey production process.

**What actions did you take to reach the solution?**

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Ecophyscis created an educational project around the production of honey. Their collaboration with other partners helped them share their work with others. Initially, they had meetings with several travel agents to help them approach tourists. However, the travel agents were not very interested in collaborating as they found it a bit risky. Ecophyscis was not interested in having mass tourism. so they came up with school visits. At the beginning they were visited by private schools and later on by public schools. At this point, they started to work on other bee-produced products that were less known in Cyprus such propolis, bee pollen and royal jelly. Thus, they expanded in another market, i.e. therapeutic products.

**If any, which partners or other organisations did you involve during the process?**

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Ecophyscis finds partnerships very important and valuable. As Georgia shared, when the company started they did not receive help from other professionals but they definitely find collaborations and

partnerships very important. They are currently in a network of women and they participate in seminars to increase their skills and knowledge and become better at what they do.

### **What were the main problems or difficulties you had to face?**

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According to Georgia, the weather conditions affect the production process but the training and educational activities supported them in difficult times. Another difficulty was that the headquarters of the company are in Vavla (small town in Cyprus), a location that is not very close to services such as the bank, the post office, etc and that makes it difficult for the staff as they have to go spent a lot of time on traveling between locations. Finally, the legislative framework did not have a type of organisation that matched their operations

### **What is the situation now, after your actions?**

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The company operates for 5 years now and they rely both on honey production and on educational activities which makes it more sustainable. Marketing activities require more time and effort as the company expands. As Georgia shared, she would have liked to have spent time in the beekeeping production and the preparation of the products procedure and have other people to take over the marketing procedure.

### **Main lessons learned along the way? \***

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Georgia shared that their vision is to stay local and small while also being as ethical as possible. They are very professional in all aspects of operation and they will not sacrifice quality for quantity. In the future, they would to build new partnerships.

### **Annex:**

Max 3 Images

Other related resources