



*Press Announcement*  
*Brussels, 16 September 2021*

## **European Destination of Excellence 2022 shortlist announced**

### **One Turkish and two Danish destinations named on the shortlist for this year's competition**

Today, the European Commission announces the three shortlisted destinations for the [European Destination of Excellence \(EDEN\)](#) 2022 competition. This initiative rewards the best achievements in sustainable tourism and green transition practices in smaller destinations across Europe.

Gürsu in Turkey and Middelfart and Thisted in Denmark convinced the panel of independent sustainability experts with their applications and were chosen ahead of 40 other applicant destinations. The winner of the 2022 award will be selected from this shortlist of three. Find out more about each of the shortlisted destinations [here](#).

The European Destinations of Excellence is an EU initiative, implemented by the European Commission. Its aim is to recognise and reward smaller destinations that have in place successful strategies to boost sustainable tourism through green transition practices. The competition is founded upon the principle of promoting the development of sustainable tourism in destinations which brings value to the economy, the planet and the people. The initiative covers EU countries as well non-EU countries participating in the COSME programme<sup>1</sup>. The competition addresses smaller tourism destinations which can showcase their outstanding achievements in sustainability and inspire other tourism destinations in their green transition.

In order to compete for the 2022 European Destination of Excellence title, destinations were asked to demonstrate their best practices in sustainable tourism and green transition. In the next step, the three shortlisted destinations will be asked to present their town's candidature in front of the European Jury. The European Jury will select one winner, the European Destination of Excellence 2022, which will be awarded in November 2021.

The winning destination will be positioned as a tourism sustainability pioneer committed

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<sup>1</sup> Albania, Armenia, Bosnia and Herzegovina, Iceland, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, Turkey, Ukraine and United Kingdom. <https://ec.europa.eu/docsroom/documents/39579>



to the European Green Deal objectives and will receive expert communication and branding support at the EU level throughout 2022.

For all the latest news visit the [European Destinations of Excellence website](#).

## Contact

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## Notes to Editors

1. Since 2007, the European Commission has supported EU Member States and other countries participating in the COSME programme to reward non-traditional, emerging sustainable tourism destinations in Europe through the ‘European Destination of Excellence’ (EDEN) award. This action aimed to foster sustainable tourism destination management models across Europe by selecting and promoting EDEN destinations. To date, 175 destinations from 27 different countries have received the award under different annual themes.
2. In 2019 the “Study on EDEN evaluation” was carried out to assess the continued relevance, effectiveness, efficiency and impact of the EDEN initiative and the various actions implemented in its framework, as well as its coherence with other EU initiatives. Following the results and recommendations of the evaluation study, the European Commission re-launched the initiative, taking into account European Green Deal goals. In addition to the EU countries, it also covers non-EU countries participating in the COSME programme. The competition addresses smaller tourism destinations which can showcase their outstanding achievements in sustainability and inspire other tourism destinations in their green transition.
3. The EDEN Award was implemented first as a pilot project and as a preparatory action initiated by the European Parliament and since 2011 has continued under the CIP/COSME programmes.
4. The 2022 EDEN competition was open to submissions from 22 April 2021 to 16 June 2021. Terms and conditions are available at [https://ec.europa.eu/growth/sectors/tourism/eden\\_en](https://ec.europa.eu/growth/sectors/tourism/eden_en)
5. Eligible applications were evaluated against a set of established assessment criteria, by a panel of independent sustainability experts. The shortlisted destinations will be invited to present their candidatures in front of a European Jury. The European Jury will select one European Destination of Excellence 2022.