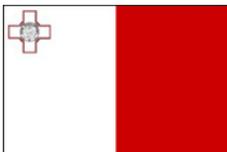




European Destinations of Excellence Award

Health and Well Being Tourism

Application Form



This award is part of the project 'HAPPY' which has received funding from the European Union's COSME Programme (2014-2020)





1. THE PROJECT

a. Aims and Objectives of the Project

European Destinations of Excellence (EDEN), a project initiated and funded by the European Commission, aims at promoting sustainable tourism models across Europe. Through the selection of destinations, EDEN effectively achieves the aim of drawing attention to the diversity, value and common characteristics of European destinations. The project focuses on little-known destinations which pursue their economic growth in such a way as to ensure the social, cultural, health and well-being and environmental sustainability of tourism while enhancing their typical characteristics. EDEN also seeks to enhance the visibility of emerging destinations, provides a platform for exchanging good practices and promotes a network between the awarded destinations.

b. The Theme

Every year the Commission together with the Member States, issues a theme for the awarded initiative. Every participating country manages the action and chooses one destination that is awarded as a 'European Destination of Excellence' for that year by the European Commission, with this year's theme being **Health and Well-being Tourism**.¹

¹ In the absence of a recognised definition of "health and well-being tourism", for the purpose of this present invitation to submit a proposal, "health and well-being tourism" means a type of tourism which has as a primary motivation the contribution to physical, mental and/or spiritual health through wellness based activities which increase the capacity of individuals to satisfy their own needs and function better as an individual and in their environment and society. It includes wellness tourism (i.e. pampering, yoga and meditation, sport and fitness, beauty treatments, spiritual activities, nutritional and detox programmes, thalassotherapy, occupational wellness, etc.) which are provided by different types of facilities (i.e. spas, thermal baths, leisure centres, hotels and resorts, lifestyle resorts, festivals, cruises, spiritual retreats, etc). The definition excludes "medical tourism" which is geared towards providing medical treatments, including surgical, clinical, rehabilitation and therapeutic services.



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In 2019, destinations which might be awarded are those which have developed a specific tourism offer providing wellness tourism services² based on the destination's natural or cultural/historical/spiritual resources.³ The specific tourism offer should have been implemented at least for 2 years.

² Examples of typical wellness tourism services are: body and facial beauty treatments, water-based and sweat-bathing treatments and facilities (sauna, Vichy showers, ice grottos), manual-pressure based and manipulative body-based therapies (massages, acupressure, cupping), herbal medicine and natural remedies (aromatherapy, fangotherapy, natural cosmetics), healthy nutrition and diet (specific diets, detoxing, fasting), exercise and fitness (indoor and outdoor activities, personal trainer, self-guided activities), mind/body interventions (yoga, tai chi, Pilates), meditation and relaxation techniques (transcendental meditation, Vipassana, prayer), expressive therapies and creative arts (dance therapy, drumming, poetry, singing), energy therapies and New Age (reiki, healing touch, crystals, astrology), education activities (counselling, workshops and seminars in stress management, work-life balance). Source: <http://julkaisut.turkuamk.fi/isbn9789522165404.pdf>.

³ Natural resources (e.g. geothermal and mineral waters, natural assets like muds, clays and plants, therapeutic climate, geographical features and landscapes contributing to mental well-being or physical activities), cultural, historical and spiritual resources (e.g. place-specific well-being architecture/heritage like hammam, sauna, rituals like cleansing and purification ceremonies or traditional spiritual practices such as yoga). Source: <http://julkaisut.turkuamk.fi/isbn9789522165404.pdf>



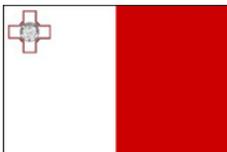
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2. WHY APPLY FOR THE AWARD?

The EDEN award is a recognition award for the good practices of a destination. The winning destination and the four runners-up are announced during the national Awards Ceremony. Following the selection of the winning destination and the four runners up, dossiers will be prepared. These dossiers will be used to promote the destination from a marketing perspective, showing the reasons why the destination have been chosen. An advertorial from a foreign journalist present during the event will be published in a specialised magazine as a means of promotion of the event as well as the promotion of Malta's Health and well-being tourism offer in the winning and the four runner's up localities. As a means to promoting the winning destination at a local and international level, an information brochure, highlighting the particular initiative. The brochure would also highlight give an overview of health and well-being tourism in the Maltese islands. The four runner-up localities will also be included in the brochure and distributed to tour operators and during tourism events. In addition to this, EDEN destinations benefit from good promotional tools such as online promotion via Facebook, www.edenineurope.eu, www.visitmalta.com and <http://tourism.gov.mt>. Both the winning and runner-up destinations get the opportunity to be part of the EDEN Network of destinations (<http://youredenexperience.com/>), which represents some of the most stunning and pristine environments on the continent. The Network is an excellent platform for the sharing of ideas and resources with particular reference to sustainable tourism, while providing an opportunity for the participation in various projects through new partnerships. The EDEN Network brings together EDEN destinations to harness their combined energy and passion for sustainable tourism. It is a formally recognised non-for profit organisation with a light management structure. The Association has the following mission:



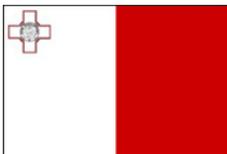
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- Showcasing the value and diversity of emerging European tourist destinations to the media, tourists, tour operators and institutions.
- Supporting members in adopting best practices in sustainable tourism
- Persuading other destinations in Europe to adopt sustainable tourism development models.

The EDEN Award is ultimately an excellent marketing tool available exclusively to winning and runner-up destinations to prove their excellence and attract quality visitors.



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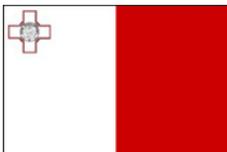
3. ELIGIBLE ENTITIES AND THEIR INITIATIVES

Eligible entities include Local Councils, NGOs working in partnership with the Local Council and public-private partnerships including the Local Council. All applications should be in the name of the locality and not under the particular organisation. No application will be accepted if the Local Council is not a partner or has not given a delegation to the NGO to apply for the award on the locality's behalf. Discussions, meetings and documentation will only be sent to the Local Council (Mayor, Executive Secretary or a councillor appointed by the Mayor).

Eligible initiatives are those that have aimed at developing a specific tourism offer based on their specific tangible health and well-being offer (*see Mandatory General Criteria).

They should aim to protect, enhance and promote the socio-cultural, health and well-being, environmental and traditional qualities of the locality. Projects should seek to address the seasonality issue, rebalance tourist flows towards non-traditional destinations whilst also instil interaction and the involvement of local communities, protect, enhance and promote the socio-cultural, health and well-being, environmental and traditional qualities of the locality. They should embrace the concept of sustainability, thus ensuring a more sustainable form of tourism in the locality.

The EDEN Project aims to promote emerging destinations as opposed to popular tourist locations. The specific area and the activity referred to in the application form will be taken into consideration since that specific area may be less visited or may be an optimal example of sustainable development.



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4. HORIZONTAL ISSUES

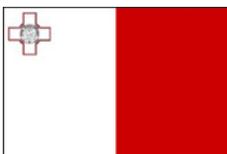
As shown in the Specific Award Criteria, the EDEN Project focuses on social, environmental and sustainability issues. Below are some horizontal issues that projects should address in order to reach the aims of the EDEN award.

Collaboration with Partners and the Local Community

The involvement of partners and stakeholders in the project is highly encouraged as it adds to the holistic value of the project. Applicants should do their best to involve the local community so that benefits are mutual and negative impacts are minimised. The community should understand and be receptive to the initiative. Those projects which involve different partners should be submitted under one locality by one entity, and clearly showing partnership between the different entities. Local councils must be part of the partnership or else present a written delegation to the entity if they do not wish to partake in the application.

Sustainability

Projects should be based on the concept of sustainability. In other words, their adverse socio-cultural, health and well-being and environmental impacts should be minimised while the natural and traditional elements of the locality are complemented and enhanced. The initiative should respect the local culture and involve the local community in both the planning and implementation stages. Projects should also seek to create all-year-round or off-peak activity to reduce the seasonality problem.



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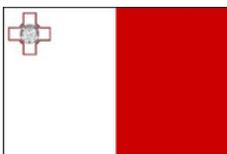


Innovation

Innovative and sustainable projects are very positive and rewarded in the EDEN project. New ideas, all year round or low season activities and new tourist offers are good examples. The project must be a sustainable one and involve activities which widen the tourist offer and enrich the value of the destination by enhancing its special characteristics.

Employment and equal opportunities

Was employment or other opportunities (such as training) created as a result of the project? This shows that the project has resulted in more benefits for the community, which consequently would have other positive ripple effects. Projects should also seek to promote equal opportunities in terms such as gender equality, the elimination of racial discrimination and the inclusion of persons with impairments through employment and the provision of special facilities.



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5. APPLICATION PROCEDURE

Applicants should use the application form provided and maintain its original format. All sections should be completed with sufficient detail. The project should be described clearly and in detail, with special focus on the areas which are relevant to the EDEN aims and horizontal issues mentioned above.

Any requests for information or other queries should be addressed to Ms Mary Rose Briffa via email to pdpi.mot@gov.mt (cc maryrose.briffa@gov.mt) or by phone on 22915076.

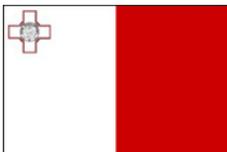
Submitting the Application

The application must be filled in using the provided Application Form and following the guidelines given in this document.

The application together with the supporting documents must be submitted to:

Director, Policy Development and Programme Implementation
Ministry for Tourism
233,
Republic Street,
Valletta, VLT 1116

Applications have to reach the office by not later than **Thursday 31st October, 15:00hrs**

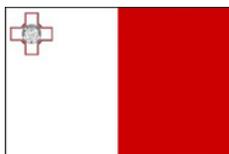


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Late submissions will not be accepted. Applicants may submit only one application per locality. Only applications by local councils or having the local council as partner or having a letter of delegation by the local council will be accepted.



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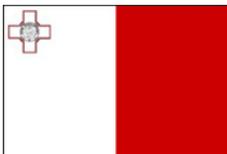


6. EVALUATION AND SELECTION PROCEDURE

Upon deadline of submissions, the applications are evaluated by an evaluation committee based on the Mandatory Eligibility Criteria (Annex I) and the Specific Criteria (Annex II). The evaluation procedure is made up of 2 phases:

- **Phase 1**- The evaluation for eligibility according to Mandatory General Criteria (as per Annex I). It is the process of deciding whether the project is eligible or not.
- **Phase 2**- Evaluating applications according to the Specific Criteria (as per Annex II). In this process a system of points is used whereby the criteria are given different weightings from a total of 100 points. Each project is evaluated according to these criteria and the one which gains most points is awarded as **EDEN Destination for Health and Well-being Tourism Offer**. Four runners-up will also be chosen on a ranking basis.

All the applicants will be notified with the result after the selection process.



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EUROPEAN DESTINATIONS OF EXCELLENCE (2018)

Healthy and Peaceful Possibilities Year Round (HAPPY)

HEALTH AND WELL-BEING TOURISM

APPLICATION FORM

***SUBMISSION SHOULD BE TYPED AND NOT HANDWRITTEN**

1. **NAME OF LOCALITY** _____

2. **THE APPLICANT**

2.1 **APPLICATION BEING SUBMITTED BY:**

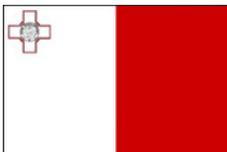
Local Council	<input type="checkbox"/>
NGO / Foundation	<input type="checkbox"/>
Partnership	<input type="checkbox"/>

If the application is being submitted by a Local Council on its own, please proceed to question 2.4

2.2 **NGOs / FOUNDATIONS**

2.2.1 If the application is being submitted by an NGO or Foundation on your own merits, has a delegation of authority from the local council been given (must be attached to this application) **Yes** **No**

Please note that if no delegation of authority from a local council is given to partnership groups, the application will not be considered eligible.



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2.3 PARTNERSHIP

2.3.1 If the application is being submitted as a partnership, does the partnership include a local council **Yes** **No**

2.3.2 If no, has a delegation of authority from the local council been given (must be attached to this application) **Yes** **No**

Please note that if no delegation of authority from a local council is given to partnership groups, the application will not be considered eligible.

2.3.3 If the application is being submitted as a partnership, please specify:

Name of lead partner: _____ Type of entity: _____

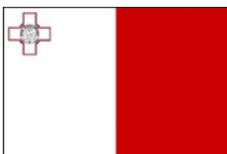
Name of other partner 1: _____ Type of entity: _____

Name of other partner 2: _____ Type of entity: _____

Name of other partner 3: _____ Type of entity: _____

If more than 4 partners are part of the partnership, please use a separate sheet to fill in details. For administrative purposes, the EDEN desk will liaison only with the contact person which must come from the lead partner in the partnership.

If the partnership includes a local council, it is suggested that the lead partner is the local council.



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2.4 **CONTACT PERSON FOR PROJECT**

If the application is being submitted by a local council it is ideal if the contact person is the mayor or the executive secretary. Councillors can be contact persons for the project; however approval of the mayor for the project is mandatory.

Title (Prof., Dr., Mr., Ms.) _____

Name: _____ Surname: _____

Position in the Organisation: _____

Direct Telephone Number: _____ Mobile No: _____

Email: _____

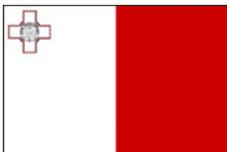
2.5 **ADDRESS OF LEAD PARTNER**

Address Line 1: _____

Address Line 2: _____

Town/ City: _____

Post Code: _____



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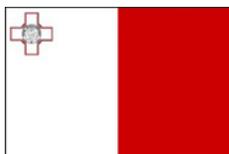
3.0 ASSESSMENT

3.1 Name of the specific Health and Well-Being Offer:

3.2 Short description of the health and well-being tourism offer (Not more than 100 words)

*Include a brief description of the event/activities/services offered, the applicant's role its management and list any organisations that help in the managing of such an offer. The initiative should have been implemented for at least 2 years before the closing date of the application – kindly confirm and indicate how long the initiative has been implemented. **7 marks**

3.3 Provide a list and description of activities organised with the aim to promote health and well-being tourism offer. (Not more than 100 words – in response to Specific Criteria 1) **7 marks**



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3.4 Provide a brief analysis about the efforts undertaken by the local council / organisation to facilitate collaboration amongst local stakeholders. (Not more than 100 words – in response to Specific Criteria 2)

*List any activities that promote cooperation amongst the local community for example hiring of venues for recreation, international exchanges, dissemination of information, provision of courses etc. **7 marks**

3.5 Two pillars of the EDEN initiative are to combat seasonality and increase tourism flows. Provide a brief analysis about how the health and well-being tourism offer supports these two aims. (Not more than 100 words – in response to Specific Criteria 8) **7 marks**

3.6 Provide a brief analysis about how the health and well-being tourism offer is used to improve the local economy and growth. (Not more than 100 words – in response to Specific Criteria 4)

*Include activities that stimulate economic growth, such as open days, renting venue to local NGOs during specific activities etc. **7 marks**



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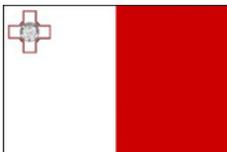


3.7 Provide a brief analysis explaining how health and well-being tourism offer enhances the social and environmental characteristics. (Not more than 100 words – in response to Specific Criteria 5)

*Include the impact which this tourism offer is leaving on the society for example – programmes that increase awareness at the health and well-being resources available among the locals, in particular the youngsters. **7 marks**

3.8 Give a brief explanation of the efforts undertaken by the Local Council to encourage the locals to participate. (Not more than 100 words – in response to Specific Criteria 7)

*The project needs to have a positive impact on the local people. It needs to encourage people to become involved in enhancing the visitors experience. **7 marks**



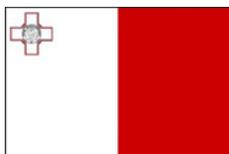
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3.9 Provide a brief analysis explaining how the tangible health and well-being asset encourages and promotes the involvement of local people (Not more than 100 words – in response to Specific Criteria 7) **7 marks**

3.10 Indicate any marketing and communication measures undertaken by the locality to attract more visitors/potential tourists to the locality. Not more than 100 words – in response to Specific Criteria 9) **7 marks**
*This may include aspects related to the use of online marketing, information centres, signposting.



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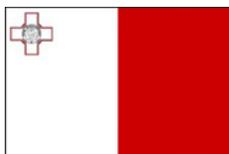


3.11 Provide a Marketing Strategy Plan for further effective promotion of the destination. (Not more than 200 words – in response to Specific Criteria 9)

*. Include any other promotional and marketing activities which are implemented to promote the destination and thus create a 'sense of place'. Any tourist packages or marketing initiatives that are built around the tourism offer. **15 marks**

3.12 List any future initiatives that will leave a positive impact on the locality's touristic offer and the proposed health and well-being tourism offer.

(Not more than 200 words – in response to Specific Criteria 10) **7 marks**



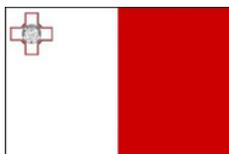
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3.13 Provide a summary of why the proposed health and well-being asset should be awarded the European Destination of Excellence award.

*Include the contribution of such asset in the general tourism offer and the asset's characteristics in attracting further tourists. If possible, include an approximate number of annual tourist visitors (please insert source of statistics) **15 marks**



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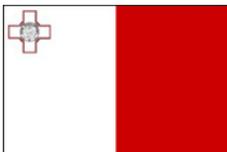
4.0 DECLARATION

I declare that I have read and accepted the guidelines governing this call for applicants. I certify that the information in this proposal about my company/organisation is accurate and complete and that my company/organisation has agreed to post this application.

Stamp of Company/Organisation	
Name of applicant	
Signature of applicant (from lead organisation)	
Date	

Signature of Mayor of locality

Stamp of Local Council



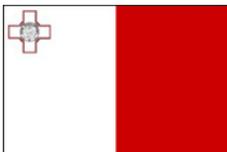
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Supporting Documents to be attached with this document:

- **Other relevant documents such as promotional material including print and digitally based**
- **Two high resolution pictures for promotional purposes**
- **Public Private Partnerships should submit a copy of the agreement between the two parties clearly showing this setup.**



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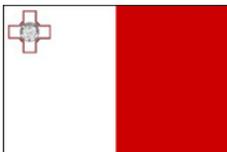


Annex I

Criteria

Mandatory Eligibility Criteria

- Eligible destinations must be emerging, non-traditional and off-the beaten track;
- Eligible destinations must offer authentic tourism experiences (i.e a sense of place must be embedded across all activities);
- Eligible destinations must have local authorities with a capacity in managing their destinations in a way that ensures social, cultural, health and well-being, and environmental sustainability (i.e authorities must have a system for involving public, private and community stakeholders in planning and decision making);
- The initiative has to have been readily implemented since latest end of 2017;
- Application has to be signed by the authorised person, stamped, dated and in the standard format;
- Application should be received by not later than Thursday 31st October 2019 at 15:00hrs:
- Applicant must be a Local Council or a Non-Governmental Organisation (NGO) registered with the Commissioner for Voluntary Organisations or a public-private partnership working in partnership with the Local Council. All applications have to be in the name of the locality;
- Corporate bodies must be properly constituted and registered under the law;
- The project has to have developed a specific tourism offer based on their health and well-being offer;
- Destinations shall be emerging, non-traditional and off the beaten track;
- Destinations shall offer authentic tourism experience (i.e. a sense of place shall be embedded across all activities);
- Destinations shall have local authorities with a capacity in managing their destination in a way to ensure social, cultural, health and well-being and environmental sustainability (i.e. authorities shall have a system for involving public, private and community stakeholders in planning decision making);
- Destinations shall have a management destination organisation that has a capacity in sustainable tourism management;
- Destinations shall have agencies, NGOs or authorities with a capacity in adopting sustainable tourism practices;



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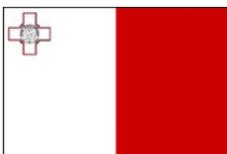




Annex II

Specific Criteria

1. Quantity and quality of activities promoting the health and well-being tourism offer;
2. The extent and ability at which the destination facilitates the collaboration amongst local NGOs, enterprises and other touristic stakeholders;
3. Efforts undertaken by the destination, including the use of the health and well-being offer, to combat seasonality;
4. The extent at which the selected the health and well-being asset contributes in the local economy and growth;
5. The extent at which the health and well-being asset is used for the overall benefit of the locality, including social and environmental aspects;
6. Any interventions undertaken by the destination to restore other health and well-being assets that needed regeneration;
7. The extent to which the selected project enhances the value of the health and well-being resources among the local people (e.g. programmes aiming at increasing awareness of the importance of health and well-being resources among local inhabitants, in particular youngsters; specific training for traditional skills and know-how transmission).
8. The extent to which the project promotes the safeguarding and conservation of its offer as well as consolidating sustainability;
9. The extent to which marketing tools are effectively used including online marketing, information centres, proper signposting, information centres and any other creative means of communication. It also includes any other promotional and other marketing activities which are implemented to promote the destination and thus create a 'sense of place' for eg. Tourist packages or marketing initiatives that are built around the tourism offer;
10. Future initiatives planned in promoting a potential yet to date unexploited and/or not fully exploited health and well-being asset;



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