



EUROPEAN DESTINATIONS OF EXCELLENCE (2018)

HEALTH AND WELL BEING GUIDANCE NOTES TO THE APPLICATION FORM

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.





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.



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: _____



3.0 ASSESSMENT

3.1 Name of the health and well-being tourism offer and year of inception

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

*Include a brief history of the asset, the applicant's role in managing the health and well-being offer and list any organisations that help in the managing of the concerned offer.

3.3 Provide a list and description of activities organised with the aim to encourage the health and well-being offer.

*Activities are of generic nature and might not necessarily relate to the health and well-being offer. (Not more than 100 words – in response to Specific Criteria 1)

3.4 Provide a brief analysis about the efforts undertaken by the local council / organisation to facilitate collaboration amongst local stakeholders

*List any activities that promote cooperation amongst the local community i.e. hiring of venues for recreation, international exchanges, dissemination of information, provision of courses etc. (Not more than 100 words – in response to Specific Criteria 2)

3.5 Two pillars of the EDEN award are to combat seasonality and increase tourism flows. Provide a brief analysis about how the tourism offer supports these two aims. (Not more than 100 words – in response to Specific Criteria 3)

3.6 Provide a brief analysis about how the niche of health and well-being offer is used to improve the local economy and growth

*Include activities that stimulate economic growth, such as open days, renting venue to local NGOs during specific activities etc. (Not more than 100 words – in response to Specific Criteria 4)

3.7 Provide a brief analysis about how the well-being events/activities enhances the social and environmental characteristics.

*Include the impact that these events/activities are leaving on the society i.e. recreational area for youths, the elderly and the community in general etc (Not more than 100 words – in response to Specific Criteria 5)

3.8 Explain any efforts undertaken by the local council/organisation to restore any health and well-being assets that need regeneration

*Might not necessarily relate to the proposed site (Not more than 100 words – in response to Specific Criteria 6)



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

3.10 Provide a brief analysis relating to the preservation and conservation of the proposed health and well-being asset.

*Include actions that promote sustainability (Not more than 100 words – in response to Specific Criteria 8)

3.11 Provide a brief marketing analysis

*Include aspects related to the effective use of online marketing, information centres, signposting, tourist packages. Relate to innovative actions to that increase tourism flows in the proposed destination as a whole.

(Not more than 200 words – in response to Specific Criteria 9)

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

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

3.13 Provide a summary of why the proposed health and well-being offer 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. It is advised to include an approximate of annual tourist visitors (please insert source that back such statistic)



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





Supporting Documents to be attached with this document:

- **Other relevant documents (see guidelines)**
- **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.**