



EUROPEAN CAPITAL
OF **SMART TOURISM**



EUROPEAN **GREEN PIONEER**
OF SMART TOURISM

Press Announcement
25 September 2023

The shortlist for the 2024 Green Pioneer of Smart Tourism is announced

Today, the European Commission announced the cities shortlisted for the **2024 Green Pioneer of Smart Tourism** award. This prestigious accolade will be awarded to the city that demonstrates exceptional dedication to shaping the future of sustainable and innovative tourism. Under the umbrella of Smart Tourism, the European Commission launched two competitions for the European Capital and the Green Pioneer of Smart Tourism to promote smart and sustainable tourism in the EU, network and strengthen destinations, and facilitate the exchange of best practices.

Presented in alphabetical order, **Grevena (Greece), Grosseto (Italy), Karawanken-Karavanke UNESCO Global Geopark (Austria/Slovenia), and Valongo (Portugal)** impressed the panel of independent sustainability experts with their applications and were selected from 11 applicant destinations. Discover further details about each of the shortlisted destinations [here](#).

Following this stage, the finalists will be invited to present their proposals to a European Jury, with the responsibility of selecting the 2024 European Green Pioneer of Smart Tourism. The winning destination will be positioned as a tourism sustainability pioneer committed to the European Green Deal objectives and will receive expert communication and branding support at the EU level throughout 2024.

The competition was open to cities within the European Union and non-EU countries that are eligible to the Single Market programme. A panel of sustainability experts conducted an evaluation of the submissions, and those applicants who obtained the highest overall score proceeded successfully.

European Green Pioneer of Smart Tourism 2024 – Green leads the way

The European Green Pioneer of Smart Tourism follows the European Destination of Excellence (EDEN) competition launched by the European Commission in 2007 to recognise Europe's unconventional, emerging sustainable tourism destinations.

Being designated as the European Green Pioneer of Smart Tourism 2024 would serve as inspiration to other tourism destinations in Europe. Additionally, it would enhance the winning city's profile as a top travel destination, attracting visitors and promoting sustainable economic growth.

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