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The People's Climate Festival in Middelfart

Brussels (ots BrusselsBrussels) -

The People's Climate Festival (*Klimafolkemødet*) is an annual event held in Middelfart (Denmark), the European Destination of Excellence 2022, that brings together citizens, stakeholders, and politicians with the express goal of finding a common solution to climate change.

On 1 – 3 September 2022 the People's Climate Festival, or *Klimafolkemødet* will be held in Middelfart (Denmark), 2022 European Destination of Excellence. This annual event brings together citizens, politicians, stakeholders, and activist to find a solution to the on-going, global climate challenge. The event seeks to inspire all those who participate to act and put our climate on the top of the agenda.

[The People's Climate Festival](#) is a non-commercial, national event in Denmark that is growing annually. Last year's event drew a record-breaking attendance of 8,000 – 10,000 people who visited Middelfart to attend the festival. The festival is organised by various organisations who come together to contribute to the [programme](#) of the festival. The programme consists of a variety of unique and curated workshops, activities, seminars, concerts, and events within the festival for visitors to learn, enjoy, and participate in.

This year's highlight is the "[Climate in Space](#)" project by award winning, Danish producer and musician, Bjorn Vido. This project will see the People's Climate Festival Transported into Space, 40 kilometres above the earth's surface with the aid of weather balloons and satellites. It will result in making Middelfart's People's Climate Festival the world's first live climate concert in space.

As the 2022 European Destination of Excellence, Middelfart is a sustainable tourism pioneer that places sustainability at the heart of its political decision making. The People's Climate Festival is the highlight of a diverse and innovative destination.

As a sustainable tourism pioneer, Middelfart places sustainability at the heart of its decision-making process. Through offering certified climate friendly stays, engaging with stakeholders to be more climate aware, and putting an emphasis on protecting the Little Belt Nature Park and Europe's largest population of small whales, Middelfart is on the forefront of sustainable tourism in Europe.

For more information on the [2022 European Destination of Excellence](#) visit the website and download for free to [Best Practice Report](#) for an insight into what destinations across Europe are doing to make European tourism sustainable.

In addition, the [EU Smart Tourism Podcast](#) episode on sustainable tourism offers an insight into Middelfart's policies on sustainability and, in particular sustainable tourism

Notes to Editors:

1. Since 2007, the European Commission 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 2021, Middelfart (Denmark) was selected as the 2022 European Destination of Excellence from among 50 other European destinations that applied.

3. 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 relaunched the initiative, which is renewed, 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.

4. The People's Climate Festival will take place in Middelfart on 1 – 3 September 2022 and encompass a variety of activities, concerts, workshops, and seminars.

5. Last year's festival drew a record-breaking attendance of 8,000- - 10,000 people to Middelfart.

6. In 2022, the People's Climate Festival will become the world's first climate concert in Space through the "Climate in Space" project by Bjorn Vido.

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