

## WINNERS ANNOUNCED FOR INAUGURAL ECSP SOLAL MARKETING AWARDS

*Awards recognise marketing excellence in retail and leisure destination across Europe*

BRUSSELS, October. 21, 2022 - The European Council of Shopping Places (ECSP), the voice for Europe's retail property sector, has announced twenty-eight winners of its inaugural Solal Marketing Awards. Over a hundred entries from sixteen countries participated. This year the awards ceremony was held online, with the full list of winners available on [ECSP's website](#).

The awards, previously hosted by the International Council of Shopping Centers (ICSC) and in place since the 1980's, comprise nine different categories. Recognising the very best innovation and excellence in marketing across Europe's retail property sector, they include openings and launches, partnerships, and customer service, amongst others. Due to the Covid-19 pandemic, they were last celebrated in 2019.

*"I would like to thank everybody who has taken part. Despite an incredibly difficult period for many people, our sector has once again shown how creative it can be when challenged", said Peter Wilhelm, Chairman of ECSP. "This resilience has long characterised our industry, which continues to serve and support the communities they operate within. An average shopping centre in a medium sized town could serve a catchment of around 750,000 people and employ over 800. With thousands of shopping places across Europe, they are a huge part of the economy".*

Alan Thornton, Chair of the ECSP Solal Awards, added: *"Given the excellent quality of the submissions, it is evident the three-year hiatus since the last awards has not stopped our industry from delivering exciting, new ways of thinking. This year two categories stood out, one around corporate social responsibility and the other on overcoming a diversity. The whole team would like to congratulate everyone who participated for their outstanding achievements."*

More awards are in the pipeline, with the ECSP Design and Development awards to be announced in Spring 2023. For Solal, we look forward to more exciting submissions in next year's edition.

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### **About European Council of Shopping Places (ECSP)**

The European Council of Shopping Places provides a European voice for an industry that designs, creates, funds, develops, builds and manages places anchored by retail across Europe. Its members are a catalyst for sustainable urban regeneration and represent an important civic function in virtually every European community. For more information, please visit [www.ecsp.eu](http://www.ecsp.eu)