

Greenways and EuroVelo routes - Competitive or complementary concepts ?

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Follow the rivers, enjoy adventure !



CONTENT

Definitions

What is ECF?

What is EuroVelo?

Project components EV

Different concepts

Strong points

Competitive or complementary concepts ?



Definitions (1)

What is ECF?

- is the European federation of national and regional cycling organizations

- founded in 1983

- 65 member organizations

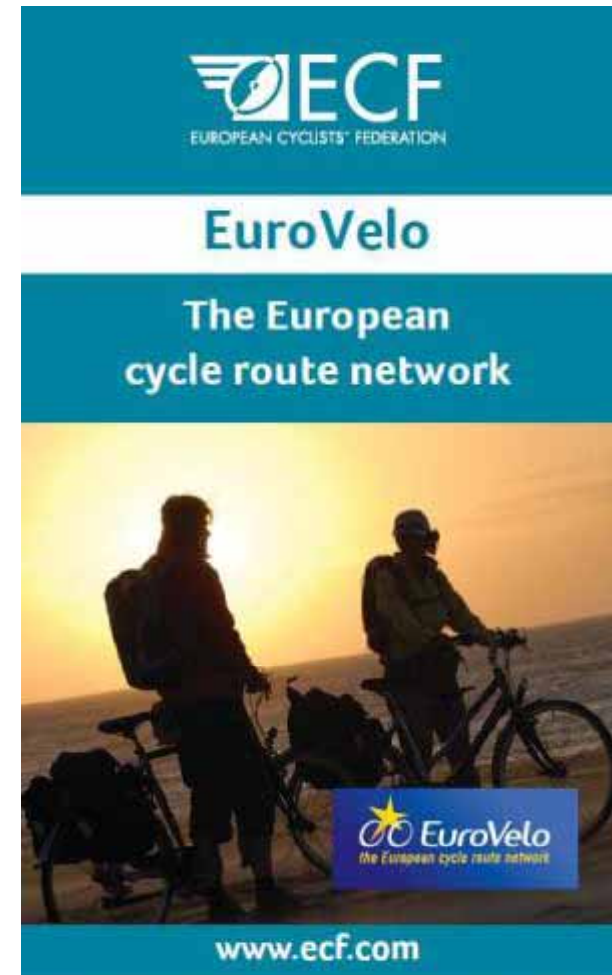
- based in Brussels



Definitions (2)

What is EuroVelo ? (a)

- a project of the ECF
- to develop a network of high-quality cycling routes linking all countries in Europe
- the network can be used by long-distance cycle tourists, as well as by local people making daily journeys.




The graphic features a teal background with the ECF logo and text. Below the text is a photograph of two cyclists with their bikes on a beach at sunset. A small EuroVelo logo is overlaid on the bottom right of the photo, and the website address is at the bottom.

ECF
EUROPEAN CYCLISTS' FEDERATION

EuroVelo

**The European
cycle route network**

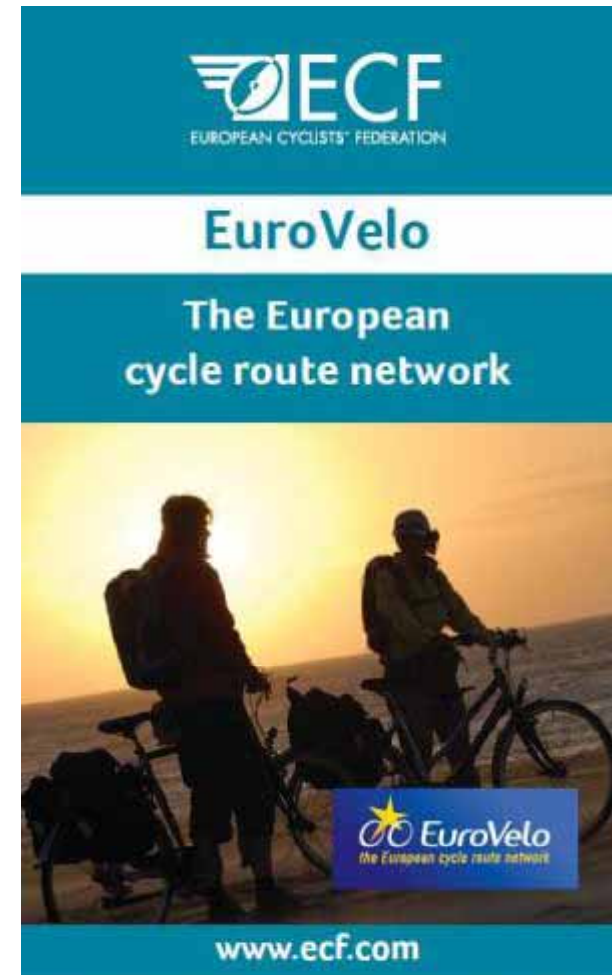

the European cycle route network

www.ecf.com

Definitions (3)

What is EuroVelo ? (b)

- coordinated by the ECF
- in collaboration with the national EuroVelo coordination centres
- can be supplemented by the addition of new routes (ICT nr. 13; Rhine route nr. 15)
- shall be substantially completed by 2020 (ECF plan)




The graphic features a teal background with the ECF logo and text. Below the text is a photograph of two cyclists with their bikes on a beach at sunset. A small EuroVelo logo is overlaid on the bottom right of the photo. The website address www.ecf.com is at the bottom.

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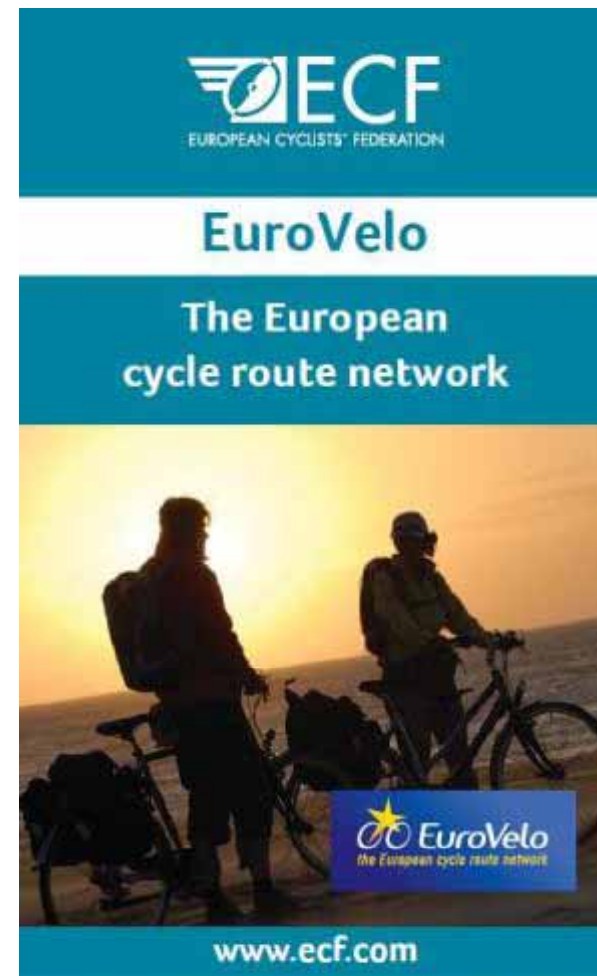
www.ecf.com

Definitions (4)

(Future) Role of ECF ?

- *coordination of the implementation*
- *quality assurance at the European level*
- *advises to the national level*
- *exchange of skills and experience*

NB. We are cooperating with partners on national and regional level



The graphic features a teal header with the ECF logo and text: "ECF EUROPEAN CYCLISTS' FEDERATION". Below this is the "EuroVelo" logo and the text "The European cycle route network". The central image shows two cyclists with gear on a beach at sunset. A small EuroVelo logo is in the bottom right of the image. A teal footer contains the website "www.ecf.com".



PROJECT COMPONENTS (1) of an EuroVelo route:

- Attractive, safe, comfortable route***
- Clear, unitary signposting***
- Service – accomodation***
- Effective promotion, update information***

Take care on the target groups!



PROJECT COMPONENTS (2): Attractive, safe and comfortable routes



PROJECT COMPONENTS (3): Unitary, clear signposting

BEISPIELE:



Frankreich (Region Centre)



Schweiz



Deutschland



PROJECT COMPONENTS (4): Service – accomodation



Most succesful target group oriented marketing - cooperation of hotels in Germany! www.bettundbike.de

PROJECT COMPONENTS (5): Effective promotion, update information –



A vision is becoming reality ...good examples

- North Sea Cycle Route (EuroVelo 12)**
- From Atlantic to Black Sea (EuroVelo 6)**

Different concepts (1)

Scale:

Main
target
Groups:

Method
ology:

EuroVelo:

- Transnational
- mass international cycling tourism,
- fit the conditions to the needs of the "classic" cycling tourist

• Greenways:

- local, national, some cross-boarder
- local/regional population (not only cyclists)
- minimalise the physical effects on the environment

Different concepts (2)

EuroVelo:

- the European backbone for national / regional routes
- Very attractive because of infrastructure ...
- do focus on 'from A to B'

Greenways:

- Not a complete European network
- very attractive routes because of *nature*
- Routes do NOT focus on 'from A to B'

Strong points

EuroVelo / ECF:

- Central European office (based in Brussels)
- European wide network of partners (via ECF)
- Good knowledge of technical standards
- Good knowledge about needs of cyclists

Greenways:

- involvement of the local population and enterprises
- Good experience with cooperation with nature(organizations)
- Good knowledge of needs of *'nature minded people'*

Competitive or complementary concepts ?

1. More complementary than competitive
2. Both concepts (and organizations behind the concepts) have strong points
3. Common important point: sustainability !
4. Greenways could be connected to (or partly be the same as) EuroVelo routes, directly or via national/regional networks
5. Greenways could promote EuroVelo routes (from national/regional to European level)
6. EuroVelo could promote Greenways routes (from European level to national / regional level)

Thank you for your attention!

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