



## “EGWA and its Future”

Promoting greenways, no border no barriers

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ASSOCIATION EUROPEENNE DES VOIES VERTES  
EUROPEAN GREENWAYS ASSOCIATION  
ASOCIACIÓN EUROPEA DE VÍAS VERDES



✓ **Developing tourism product around greenways**  
Greenways tourism related (recent) projects

✓ **Greenways in Europe, the future**







# "Greenways4tour"

This project is co-financed by the European Union under the preparatory action "Sustainable Tourism".



## 2011 -2012

- Best practices guides,
- Leaflets,
- Video,
- Workshops,
- Observatory



GreenWays4Tour



# EGWA partner in the European project

Naviki is a web-based cycle route planner.

EGWA promotes greenways through Naviki.



- **Naviki: 1000 new users per week!**
- **Number of active users with a Naviki profile: 303.000**
- **Mainly from Germany and Holland.**



# Greenways Product 2015 -2016

## From “Tourism Resource” to Tourism Product”

**G**reenways  
product

*from “Tourism Resource”  
to “Tourism Product”*

Greenway product is an EU-funded project, the main goal of which is to stimulate the creation of a new tourism product, “Greenways of Europe”, helping to establish, promote and market the tourism offer of European Greenways.

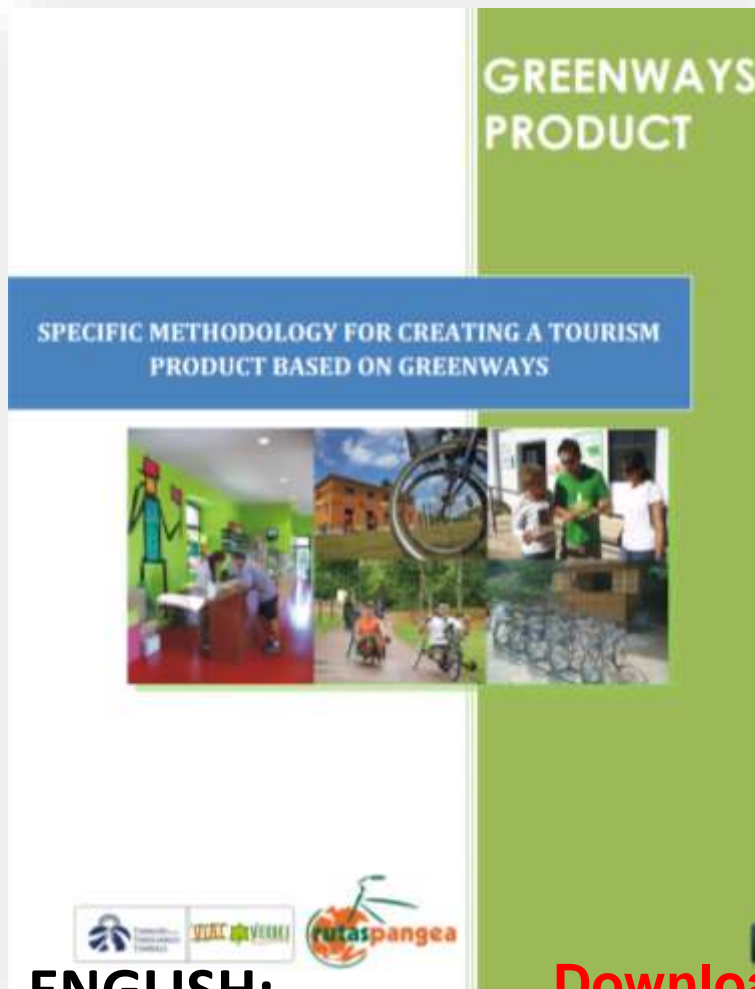
[www.visitgreenways.org](http://www.visitgreenways.org)



Project co-financed by the Competitiveness and Innovation  
Framework Programme of the European Union

## Specific methodology to create a Greenways-based tourism product

Addressed to public managers  
of the Greenways, local tourism  
resources and private  
enterprises that provide  
services to the users of the  
greenways.



**ENGLISH:**

**[Download it and use it as much as possible!](http://www.viasverdes.com/greenwaysproduct/pdf/Methodology-for-Creating-Tourism-Product-based-on-Greenways.pdf)**

**<http://www.viasverdes.com/greenwaysproduct/pdf/Methodology-for-Creating-Tourism-Product-based-on-Greenways.pdf>**



# Greenways Outdoor

**promoting greenways to create and market  
appealing tourism products**

**2015 - 2016**

**Greenways Outdoor**

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The objective of "Greenways Outdoor" project is the creation and transnational promotion of an outdoor tourism product linked to European greenways, and on the improvement of the capacity building of SMEs located in their vicinity, so that they can tailor their services to the demands of customers and so become more

L'objectif du projet "Voies vertes Outdoor" est la création et la promotion transnationale d'un produit de tourisme de plein air lié à des voies vertes européennes et une amélioration dans le renforcement des capacités des PME situées aux alentours afin qu'elles puissent adapter leurs services aux demandes des clients et donc devenir plus

El objetivo del proyecto de "Vías Verdes Outdoor" es la creación y promoción transnacional de producto turístico de aire libre vinculado a las Vías Verdes europeas y la mejora de las capacidades de las PYMEs localizadas en su entorno. La finalidad es que estas empresas puedan adaptar sus servicios a las demandas de los clientes y ser más


The project is about the creation and transnational promotion of an outdoor tourism product linked to European greenways, and on the improvement of the capacity building of SMEs located in their vicinity, so that they can tailor their services to the demands of customers and so become more competitive.






Co-funded by the COSME programme of the European Union






# Discover the diversity of Europe through its greenways!

 GreenWays Outdoor

CATALOGUE OF TOURISM PRODUCTS BASED ON GREENWAYS / VÍAS VERDES / VOIES VERTES



NOVEMBER 2016

[www.viasverdes.com](http://www.viasverdes.com)

Greenways Outdoor

BEST PRACTICE GUIDE  
Top 10 Tips for Marketing and Communication



Co-funded by the ERDF, Programme of the European Union



GreenWays Outdoor

Guía para la organización de maratones en vías verdes



Co-funded by the ERDF, Programme of the European Union



Holidays by bike in Europe  
Greenways Outdoor



Creating tourist product  
Greenways



Keys Tourism Product in  
Greenways



More than 100 packages from 15 European countries.





# TRIP IDEAS



Category: Country

Sort by: Item Order

Order: Ascending

Country

Austria

Belgium

Croatia

Czech Republic

France

Germany

Holland

Ireland

Italy

Latvia

Luxemburg

Portugal

Slovenia

Spain

Sweden



## THE ISLANDS OF THE PO DELTA

Country: Italy | Greenway: Delta del Po



## A ROMANTIC TO

A romantic tour of night



## THE DANUBE CYCLE PATH

Country: Austria | Greenway name: The Danube Cycle Path



## VENNBahn PLUS

Country: Belgium/Germany/Holland/Luxemburg  
Greenway name: Vennbahn

# Accessible Tourism on European Greenways: Greenways For All”



July 2016- December 2017



Co-funded by the COSME programme  
of the European Union



to move forward towards a product which leverages the accessibility value chain, moving **from an accessible route to an accessible trip** or experience.



# EU project Greenways For All” – publications



Co-funded by the COSME programme of the European Union

## Leaflets



Practical guide to Open up the territory on Accessible Greenways



<http://greenways4all.org/publications/>





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Co-funded by the COSME programme  
 of the European Union

**New Project!**  
**2018-2019**

# Greenways HERITAGE



ASSOCIATION EUROPÉENNE DES VOIES VERTES  
 EUROPEAN GREENWAYS ASSOCIATION  
 ASOCIACIÓN EUROPEA DE VÍAS VERDES

FUNDACION FERROCARRILES ESPAÑOLAS

VIAT VERTES

Provincie Antwerpen

UNIVERSITÀ DEGLI STUDI DI MILANO

MECHELEN

Comunidade Intermunicipal do Ave

LATVIAN GREENWAYS ASSOCIATION

TURISMO VIVENCIAL



# Greenways HERITAGE ”



- New tourism products related to **greenways and UNESCO cultural heritage sites** located nearby.
- To attract more tourists and to generate an economic impact on territories which have both UNESCO sites and greenways
- To promote the use of new technologies applied to greenways and UNESCO sites



[https://upload.wikimedia.org/wikipedia/commons/7/75/Centro\\_Hist%C3%B3rico\\_de\\_Guimar%C3%A3es\\_-\\_Pra%C3%A7a\\_de\\_Santiago.jpg](https://upload.wikimedia.org/wikipedia/commons/7/75/Centro_Hist%C3%B3rico_de_Guimar%C3%A3es_-_Pra%C3%A7a_de_Santiago.jpg)



© Instituto del Patrimonio Cultural de España. Ministerio de Educación, Cultura y Deporte



© Ministero per i Beni e le Attività Culturali, Soprintendenza per i Beni Archeologici del Friuli Venezia Giulia

# Greenways Heritage - ACTIONS AND EVENTS:

✓ **Tourism product; Competitiveness of SMEs; Public-private cooperation**

- ✓ **Development of tourism product**
- ✓ **Improving the competitiveness of SMEs:**
  - ✓ improving skills and raising awareness;
  - ✓ strengthening public-private cooperation;

**Lead: FFE**

**Information, knowledge experience in CCI :**

- ✓ Use of CCI at UNESCO & greenways (multi-platform Web-GIS).
- ✓ Special activity based in CCI: virtual tour in 3D (*Antwerps-Mechelen*)
- ✓ Best practices guide - new technologies used on Cultural UNESCO sites and greenways

**Lead: Milan University**

**Promotion & Communication:**

- UNESCO sites & greenways as common destinations.
- ✓ Workshops and conferences;
  - ✓ Valorization strategy
  - ✓ campaigns
  - ✓ Special award innovative actions
  - ✓ Declaration for UNESCO and greenways

**Lead: EGWA**



# Greenways HERITAGE ”



## ➤ Opportunities for cooperation



# Our Way (INTERREG Europe)

- Preservation and promotion of cultural and natural heritage through GreenWAYS **OUR WAY**
- 7 Partners: Spain, Ireland, Poland, France, Hungary, Bulgaria, Belgium.
  - 1 Murcia Region Institute of Tourism ES **Lead partner**
  - 2 Northern and Western Regional Assembly (former BMW Region) IE
  - 3 Podkarpackie Region PL
  - 4 Departmental Council of Hérault FR
  - 5 Hajdú-Bihar County Government HU
  - 6 Chamber of Commerce and Industry-Vratsa BG
  - 7 European Greenways Association (EGWA) BE **Advisory partner**
- Period: 30 months -1st phase + 20 months - 2nd phase.  
**From JUNE 2018**



# Our Way (INTERREG Europe)

The main objective of the project is to

- contribute to the **conserving, protecting, promoting and developing the natural and cultural heritage in Europe using Greenways**

by means of the

- **improvement of policy instruments** related to the cultural and natural quality of the territories involved, including tools for their governance and specific measures for their promotion.



## Expected impact :

- ✓ Improving the **coordination** between the different key actors involved
- ✓ Developing **governance** systems to manage Greenways
- ✓ Identifying **models and good practises** for the protection and maintenance of Greenways
- ✓ Identifying **financial instruments and funding**
- ✓ Promotion and developing of a **sustainable tourism product**



EGWA will **raise awareness** to **public administrations** of the interest of the **greenways** as a **tool** for **protection** and **promotion** of the **cultural** and **natural heritage**.

They will be more aware about the

- ✓ **need** of the **public and private partnership**,
- ✓ **Cooperation** to improve management of the greenways,
- ✓ the opportunities for **funding**, and
- ✓ the **tourism offer** on Greenways for natural and cultural promotion.

# EU funded projects: International & National events



Co-funded by the COSME programme of the European Union





# EU funded projects: promoting and informing about Greenways

## WEB SITE

The screenshot shows the homepage of the European Greenways Association website. At the top, there is a navigation menu with links for HOME, ABOUT EGWA, GREENWAYS, NEWS, PROJECTS, AWARDS, TRIP IDEAS, PHOTO CONTEST, and MOBILITY WEEK. The main banner features a large image of a greenway path with people walking and cycling, accompanied by the text "Greenways, for everyday journeys". Below the banner, there are sections for "20th anniversary events: June 29 and 30 in Namur (Belgium)", "New EU funded project Greenways HERITAGE", and "Want ideas to plan your next trip?". The bottom section includes a search bar, social media icons, and a "LET'S GET SOCIAL!" section with a video player. The footer contains a "Find out overall project information!" section with buttons for "Activities", "Catalogue", and "Publications".

## SOCIAL MEDIA

The screenshot shows the Facebook page of the European Greenways Association. The page features the association's logo and a large group photo of people standing in front of a building. The page includes navigation tabs for "Página", "Mensajes", "Notificaciones", "Estadísticas", "Herramientas de publicación", "Configuración", and "Ayuda". The right sidebar shows the "TERMINAR" section with various options like "European Greenways As...", "CONTACTO", and "Publicaciones".

This screenshot shows another view of the European Greenways Association Facebook page. It features the association's logo and a video player showing a group of people walking along a greenway path. The page includes navigation tabs for "Página", "Bandejas de entrada", "Notificaciones", "Estadísticas", "Herramientas de publicación", "Configuración", and "Ayuda". The right sidebar shows the "TERMINAR" section with various options like "European Greenways As...", "CONTACTO", and "Publicaciones".

# Collaboration with European institutions



Conferences & events



European Union Low Season  
Tourism Initiative Board



EU Funded projects



Awards





# ✓ Developing tourism product around greenways

## Greenways tourism related (recent) projects

### ✓ Greenways in Europe, the future



# The future is in what we do now

- Very successful greenways that started 20 years ago...

**1er Prix Européen des Voies Vertes 2003**

**PREMIER PRIX**

**La Voie Verte de Cluny a Givry (France)**



**44 km**

<http://www.cluny-tourisme.com>

**1er Prix Européen des Voies Vertes 2003**

**2<sup>nd</sup> AWARD**

**Girona greenways**

**5th EUROPEAN GREENWAYS AWARDS - 2011**



**Lenght: 125 km**



# The future is in what we do now

- New countries that have more recently assumed the concept and promoted new greenways...



And ...

- New countries to come...

# Some conclusions about greenways and tourism



- **Greenways** are greatly advancing in **Europe**
- They are an **tourism initiative** from the **EU**
- The creation and promotion of **Greenways** can greatly help to **diversify** the **economy** in rural areas attracting **visitors**, but also to be **used for local people**.
- The **economic impact** that **tourism** generates is a reality for a growing number of greenways.





# Some conclusions about greenways and tourism

- ✓ The EU recent projects help this to be true for other European greenways, many of which still have a long way to go before they can **turn** what is an **attractive resource into** an excellent **greenway product**.
- ✓ The **success stories** and the conditions that have made them possible will serve as an **inspiration** to embark on **new initiatives in other European countries** that do not yet have a greenways program but have a strong potential for setting one up.
- ✓ **Greenways and cycle tourism have a real economic impact on the regions they pass through.**





**European Greenways Award 2015**

**Join EGWA!**

[www.aevv-egwa.org](http://www.aevv-egwa.org)

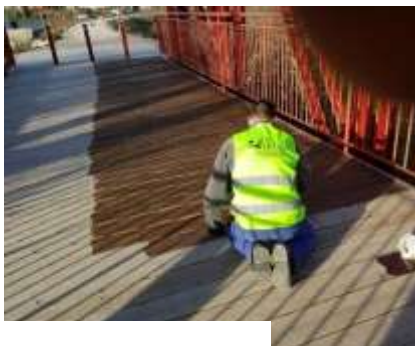
**There are thousands of km of fantastic greenways in Europe  
Lets keep promoting greenways no borders no barriers!**



# European Greenways Award 2017



**Thanks for your attention!**



**20 years**  
ASSOCIATION EUROPÉENNE DES VOIES VERTES  
EUROPEAN GREENWAYS ASSOCIATION  
ASOCIACIÓN EUROPEA DE VÍAS VERDES



**Discover and enjoy greenways all year round!!**