



European Commission
Enterprise & Industry Directorate General

Greenways Product project

Workshop “New clients, new business”



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

Greenways and Sustainable tourism in Europe

24th January 2014 Madrid, (Spain)



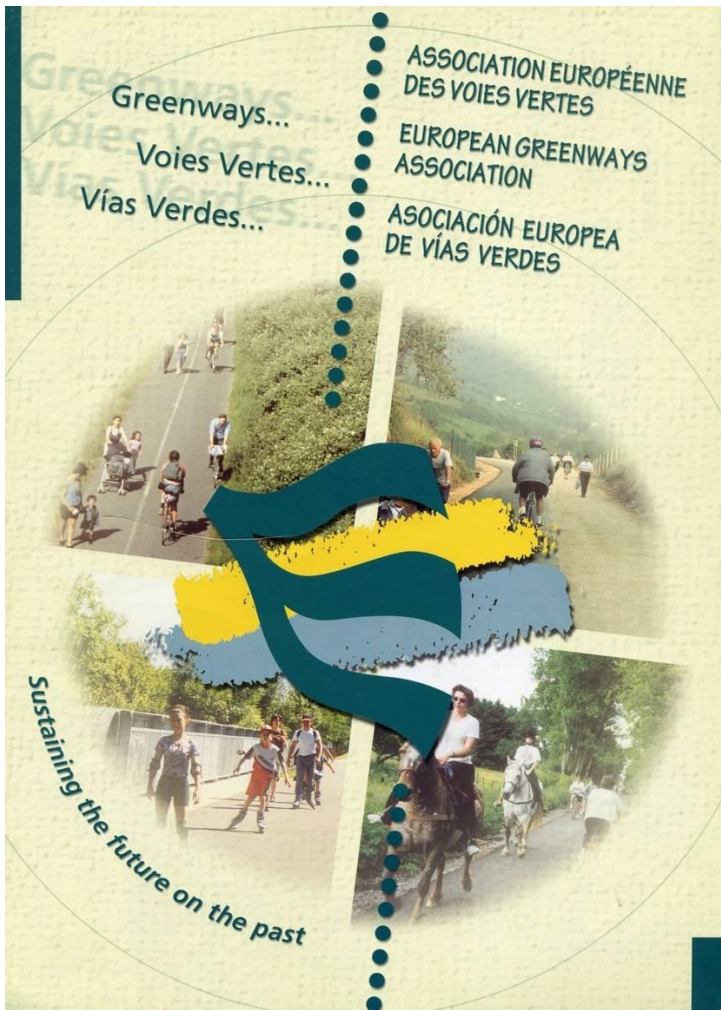
ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES

Mercedes Muñoz -EGWA director
direction@aevv-egwa.org -
www.aevv-egwa.org



- **EGWA presentation**
- **Greenways: an asset for sustainable tourism**
- **European Greenways promotion for sustainable tourism**
 - **Greenways4Tour**
 - **Greenways Product**
 - **European Greenways Award**
 - **Naviki**
- **Conclusion**





In 1998 the European Greenways Association (EGWA) was created in Namur (Wallonia, Belgium) with the aim of encouraging the creation and promotion of Greenways in Europe.

In 2009 Secretariat moved to Madrid (Spain), where the executive seat is located.

45 members from 14 countries involved in the development of greenway .

EGWA MEMBERS

AUSTRIA : FUTURE BASE WEINVIERTEL (FBW) - **BELGIUM** : CHEMINS DU RAIL (CDR) ; INSTITUT BRUXELLOIS GESTION ENVIRONNEMENT (IBGE) ; REGIERUNG DER DEUTSCHSPRACHIGEN GEMEINSCHAFT ; RÉGION WALLONNE - D.G. OPÉR. ROUTES ET BÂTIMENTS ; RÉGION WALLONNE - D.G. OPÉR. MOBILITÉ ET VOIES HYDRAULIQUES ; RÉGION WALLONNE -D.G. OPÉR. AMÉNAGEMENT DU TERRITOIRE, DU LOGEMENT, DU PATRIMOINE ET DE L'ÉNERGIE ; VILLE DE CHARLEROI - **CZECH REPUBLIC**:ENVIRONMENTAL PARTNERSHIP for SUSTAINABLE DEVELOPMENT (EPSD) - **FRANCE** : ASSOCIATION DES DÉPARTEMENTS ET RÉGIONS CYCLABLES (DRC) ; ASSOCIATION FR. VÉLO ROUTES ET VOIES VERTES (AF3V) ; ASSOCIATION FRANÇAISE POUR LE DEVELOPPEMENT ET LA PROMOTION DE L'AVENUE VERTE LONDON/PARIS CLUB DES VILLES CYCLABLES ; MINISTÈRE DE L'ÉCOLOGIE, DU DÉVELOPPEMENT DURABLE, DES TRANSPORTS ET DU LOGEMENT (MEDDTL) ; ECO-COMPTEUR; **HUNGARY** : GREENWAYS METHODOLOGY ASSOCIATION (GMA); - **IRELAND**: GREAT SOUTHERN TRAIL; HERITAGE COUNCIL OF IRELAND - **ITALY**: ASSOCIAZIONE ITALIANA GREENWAYS (AIG) - **LATVIA**: VIDZEME TOURISM ASSOCIATION - **LUXEMBOURG**: MINISTÈRE DU TOURISME - **PORTUGAL**: ASSOCIAÇÃO PORTUGUESA DE CORREDORES VERDES; CÂMARA MUNICIPAL DE MONTEMOR-O-NOVO; CÂMARA MUNICIPAL DE VALENÇA ; COMUNIDADE INTERMUNICIPAL DA REGIÃO DÃO LAFÕES; COMUNIDADE INTERMUNICIPAL DO MINHO-LIMA (CIM-ALTO MINHO) MUNICIPIO DE MONÇÃO; REDE FERROVIARIA NACIONAL (REFER); - **SPAIN**: ADMINISTRADOR DE INFRAESTRUCTURAS FERROVIARIAS (ADIF); BASQUETOUR-AGENCIA VASCA DE TURISMO ; CONSELL COMARCAL DE LA TERRA ALTA ; CONSORCI VIES VERDES DE GIRONA ; CONSORCIO TURISTICO PLAZAOLA; CONSORCIO TURÍSTICO VÍA VERDE DEL NOROESTE ; CONSORCIO VIA VERDE DEL TARAZONICA ; DIPUTACION PROVINCIAL DE JAEN; FUNDACION FERROCARRILES ESPAÑOLES (FFE) ; FUNDACION VIA VERDE DE LA SIERRA ; GENERALITAT VALENCIANA. D. G. DE TRANSPORTES, PUERTOS Y COSTAS; MANCOMUNIDAD VÍA VERDE DE LA JARA - **UNITED KINGDOM**: SUSTRANS.



Honorary members: **BELGIUM**: SNCB-HOLDING - **SPAIN**: ADMINISTRADOR DE INFRAESTRUCTURAS FERROVIARIAS (ADIF); MINISTERIO DE MEDIO AMBIENTE Y MEDIO RURAL Y MARINO; **USA**: RAILS TO TRAILS CONSERVANCY (RTC).

Greenways

Communication **car-free routes**. These routes should meet satisfactory standards of width, gradient, and surface condition, to ensure that they are both **user-friendly** and **low-risk for users of all abilities**.

Mainly using **disused railway lines** and **canal towpath**

For daily mobility, active tourism, healthy leisure, sport and exercise for everyone in urban or rural settings.



Greenways, common characteristics:

- ✓ wide **accessibility** to the general public including people with reduced mobility.
- ✓ **ease of use, safety** and continuity of routes.
- ✓ Respect for the natural, cultural, historic and human environment of any region they pass through

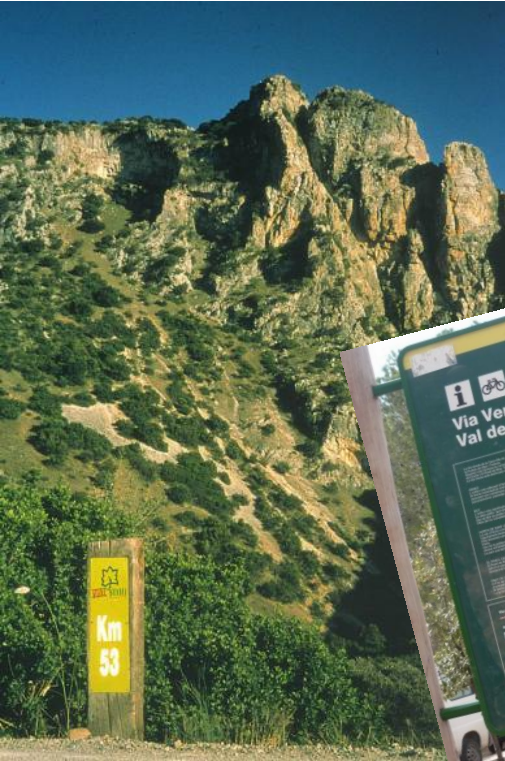


Infrastructures facilitating access

Reconditioning of railway bridges



Signposting of the Greenways



Rehabilitation of disused railway stations To install Services and tourism equipment for



Innumerable examples in Europe.
In Spain 71 Greenways stations have
already undergone refurbishment or it is
planned.



Greenways: an asset for sustainable tourism

Gradients less than 3 %, rectilinear tracks, wide curves.

Exceptional and respectful access to nature, due to the use of preexisting infrastructures integrated into the landscape allowing movement around the countryside, offering enjoyment of the culture and history of Europe.





Greenways4Tour

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



Aim of the project: to promote and increase international awareness of European greenways as excellent facilities for **cyclists, walkers and people with disabilities** and to greatly improve **sustainable tourism choices in Europe.**



UNIVERSITÀ
DEGLI STUDI
DI MILANO



BASQUETOUR

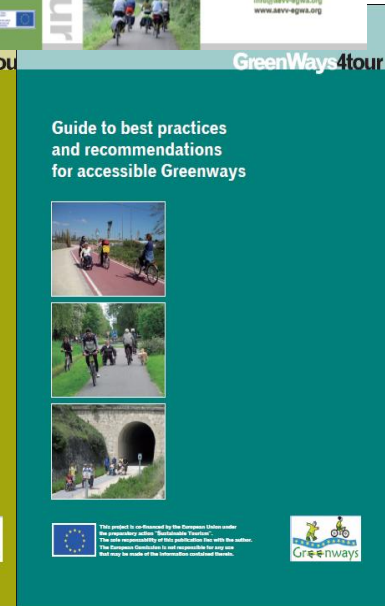
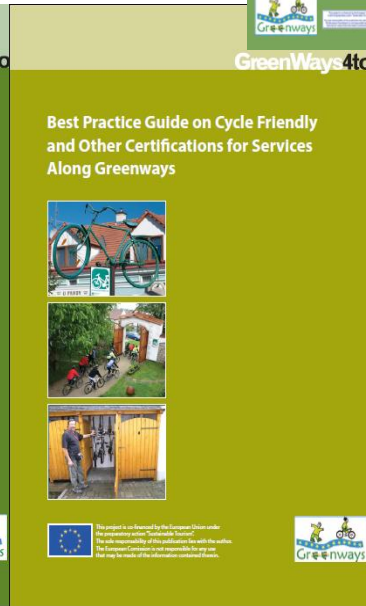
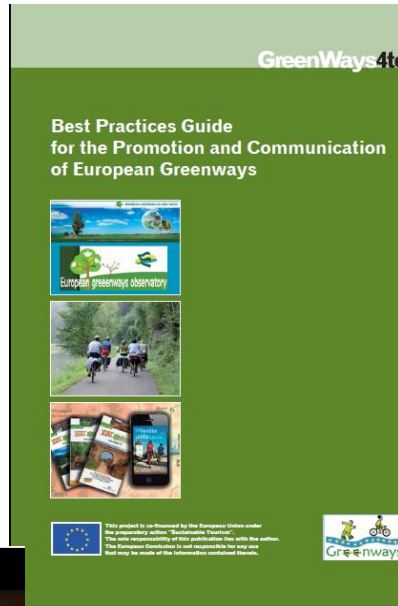
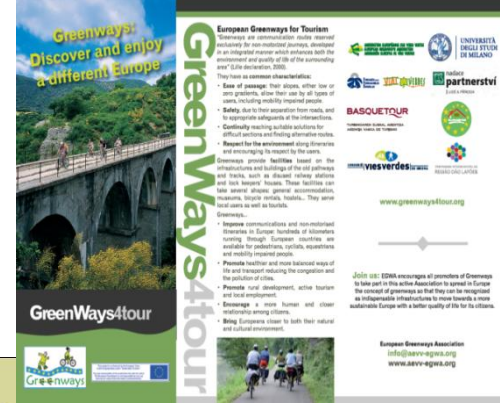
TURISMOAREN EUSKAL AGENTZIA
AGENCIA VASCA DE TURISMO



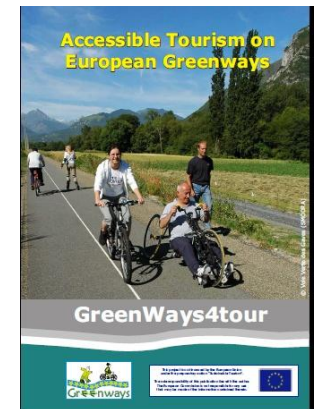
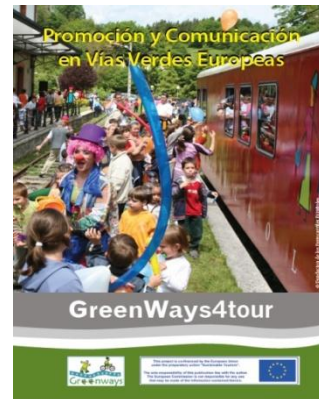
"Greenways4tour"

Products:

- best practices guides,
- leaflets,
- video



GreenWays4Tour



European Greenways Observatory:

www.greenwayseurope.org



An essential source of information to discover thousands of kilometres of non-motorized routes in Europe.

Promoting Introduction of data to update greenways information by EGWA members and other organisations.

To become the European reference for greenways.



The European Greenways Observatory

A greenway is a stand alone route for non-motorised traffic. Developed with the following objectives: to integrate facilities and increase environmental value and quality of life. Greenways encompass the following characteristics: suitability of width, slope and surface to allow secure appropriate use for a wide range of users including mobility impaired people. Greenways are often located on old railways, on towpaths, Roman roadway or old pilgrimage ways (Declaration of Lille, September 2000).

EGWO is a consultancy and inventory platform for greenways. Its objective is to record all possible greenways in Europe in order to provide a useful database for the public and associations which are working to create or promote these infrastructures.

More

Register a Greenway

You are managing a greenway and you want publicise your work to as many users as possible. Your information is of great interest to us and we ask you to contribute to help complete this database.

[Go to registration](#)

News

Database updated - 02-05-2012
"Greenways4tour" project - 27-04-2012

[More news](#)

Newsletter

[Read the last newsletter](#)

[Sign up for the newsletter](#)

Videos

[TREASURES TO DISCOVER](#)

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

The sole responsibility of this publication lies with the author. The European Commission is not responsible for any use that may be made of the information contained therein.

ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAY'S ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES

Greenways

Association Européenne des Voies Vertes | C/ Santa Isabel, 44 - E 28012 Madrid | Tél. + 34 91 151 10 98

European Greenways Observatory



ASSOCIATION EUROPÉENNE DES VOIES VERTES



FR
EN
ES

HOME | SEARCH A GREENWAY | CONTACTS

SEARCH A GREENWAY

Country:

Type of user:

Type of surface:

Length (km):

SEE ALL THE GREENWAYS

CHOOSE THE LANGUAGE

English

French

Spanish

SEE ALL THE GREENWAYS

FILTER
(Country ,
Region, type of
users...)



European Greenways Observatory



ASSOCIATION EUROPÉENNE DES VOIES VERTES

FR
CH
ES

HOME | BÚSQUEDA DE VÍA VERDE | CONTACTO

VÍA VERDE DE LA SIERRA

MAPA:

LEYENDA — Via Verde seleccionado — Otras Vías Verdes

UBICACIÓN:

La Vía Verde se inicia:
País: España
Región: Andalucía
Localidad: Puerto Serrano
La Vía Verde termina:
País: España
Región: Andalucía
Localidad: Olvera

DESCRIPTIVO :

Longitud :
36,5 km

Tipo de firmes :
 Duro y liso (asfalto, hormigón, betún)

Usuarios :

- Peatones
- Personas con movilidad reducida
- Bicicletas
- Bicicletas todoterreno
- Jinetes

OBSERVACIONES:

La vía, de 36,5 km de largo, atraviesa los municipios de Olvera, Puerto Serrano, Coripe, Montellano, El Coronil y Pruna. Esta vía verde, de una belleza paisajística y natural incomparable, fue inaugurada en el año 2000 y actualmente cuenta con treinta túneles, cuatro viaductos, tres antiguas estaciones (Olvera, Puerto Serrano y Coripe), transformadas en hoteles-restaurantes, y la estación de Zaframagón, acondicionada para funcionar como centro de información para visitantes y observatorio ornitológico.

ORGANISMO DE GESTIÓN DE LA VÍA VERDE:

MAP

Basic information of the greenway including pictures and link to the greenway web

European Greenways Observatory



Look for other greenways
on the map

www.greenwayeurope.org/showovv.php?lng=es&ovv=44

VÍA VERDE DE LA SIERRA

MAPA:

LEYENDA — Via Verde seleccionado — Otras Vias Verdes

UBICACIÓN:

La Vía Verde se inicia:
País: España
Región: Andalucía
Localidad: Puerto Serrano

And

www.greenwayeurope.org/showovv.php?lng=es&ovv=44

VÍA VERDE DE LA SIERRA

MAPA:

LEYENDA — Via Verde seleccionado — Otras Vias Verdes

UBICACIÓN:

La Vía Verde se inicia:
País: España
Región: Andalucía

To access to their
information

Greenways Product

From “Tourism Resource” to Tourism Product”

Greenways
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



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

Has recognized examples of best practices in greenways under 3 categories:

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

ecopista
COMUNIDADE INTERMUNICIPAL DA
REGIÃO DÃO LAFÕES

Deadline for the reception of the candidacies: 20th May 2013

6 th
European
Greenways
Award-2013

• Press Release

With the collaboration of:

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

Associação Europeia das Vias Verdes / Fundación de las Paredes Verdes / Société Royale

Execução social:
Fundación de las Paredes Verdes Española
C/ Santa Isabel, 44 · E - 25012 - Madrid ·
Telf. +34 91 151 10 95 / Fax. +34 91 151 10 95
info@www.emerpeas.org / www.emerpeas.org

Síge social:
Rue des Brigades d'Inferno, 1
5100 Namur - Belgique

- Excellence awards
- Exemplary initiatives
- Special award, (*) Tourism product in greenways.

• 21 candidacies from 9 countries

• International Jury meeting was held in Brussels 25 June 2013

(*) Special award; part of the Greenways Product project.



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



COMUNIDADE INTERMUNICIPAL DA
REGIÃO DÃO LAFÕES

6th EUROPEAN GREENWAYS AWARD, 2013,



Award ceremony Viseu, Portugal, in cooperation with CIM Dão Lafões. 12 September 2013

Vennbahn (Belgium / Belgique)

For the creation and commercialization of a tourism product related to the excellent, cross-border Vennbahn greenway, which connects 3 different countries. It offers tourism services packages, including accommodation, e-bikes, baggage transport, and a la carte packages. <http://www.vennbahn.eu/>





SPECIAL AWARD - TOURISM PRODUCT IN GREENWAYS

Vennbahn (Belgium)

Gîte d'Etape des Hautes Fagnes



Rue des Charmilles 69
B-4950 Ovifat

T +32 (0)80 444 677
F +32 (0)80 444 762
gite.ovifat@gitesdetape.be
www.gitesdetape.be/fr/gites/ovifat

MO-SO / MA-ZO / LU-DI
09.00-21.00

Naturparkzentrum Botrange



Route de Botrange 131
B-4950 Robertville

T +32 (0)80 440 300
F +32 (0)80 444 429
info@botrange.be
www.botrange.be

MO-SO / MA-ZO / LU-DI
10.00-18.00



» Route 1: Dwars door het Hertogenwald

Overzicht van de route

Etappe 1: Het oostelijke Hertogenwald, ca. 46 km
Etappe 2: Het westelijke Hertogenwald, ca. 56 km

In de prijs inbegrepen: 2 overnachtingen met ontbijt, VeloTour-wegenkaart, documentatie, lunchpakketten op aanvraag

Prijs: 99,- euro p.p., toeslag halfpension 40,- euro, lunchpakketten 14,- euro, toeslag enkele kamer 27,- euro

Hotline: +32 (0)80 - 28 09 97

» Route 2: Dwars door de Belgische Eifel

Overzicht van de route

Etappe 1: Bütgenbach – Schönberg, ca. 48 km
Etappe 2: Schönberg – St. Vith, ca. 47 km
Etappe 3: St. Vith – Bütgenbach, ca. 46 km

In de prijs inbegrepen: 3 overnachtingen met ontbijt, VeloTour-wegenkaart, documentatie, lunchpakketten op aanvraag

Prijs: 139,- euro p.p., toeslag halfpension 81,50 euro, lunchpakketten 24,- euro, toeslag enkele kamer 40,- euro, bagage-transfer 50,- euro

Hotline: +32 (0)80 - 28 09 97

» Informatie en boeking

Toeristisch Agentschap Oost-België
Contactpersoon: Mw Caroline Massotte
Hauptstraße 54 - B-4780 St. Vith
Tel.: +32 (0) 80 - 28 09 97
Fax: +32 (0) 80 - 22 65 39
allin@eastbelgium.com



Gefördert durch den Europäischen Fonds für Regionale Entwicklung. Die Europäische Kommission investiert in Ihre Zukunft.
Avec le soutien du Fonds Européen de Développement Régional. La Commission Européenne investit dans votre avenir.
Met de steun van het Europees Fonds voor Regionale Ontwikkeling. De Europese Commissie investeert in uw toekomst.



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



Vennbahn (Belgium)



Great Western Greenway (Ireland)

For the transformation of an old railway line in excellent greenways, successfully achieved thanks to a partnership approach that is being an inspiring model for other current developments on Ireland. It allows both local residents and tourists to discover the most beautiful landscapes of the west of the country. www.greenway.ie



Great Western Greenway (Ireland)



“Alverdes” , hostels on the Northwest Greenway of the region of Murcia.

For its reusing initiative, transforming ancient railway stations into lodgings for the users of the Northwest Greenway. They are managed jointly, reinforcing thus the railway patrimony and offering 7 new equipments to the greenway. <http://www.viaverdedelnoroeste.com/>



Northwest Greenway of Murcia's Region (Spain)



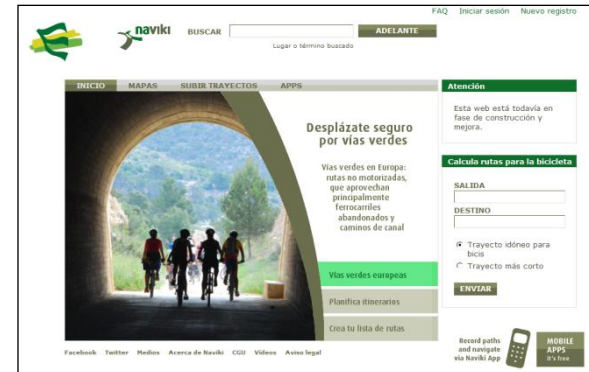
EGWA partner in the European project



Co-funded by the Intelligent Energy Europe Programme of the European Union

Naviki is a new web-based cycle route planner. (*)

EGWA promotes greenways through Naviki.



(*) (Beta version)

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



Conclusion

- 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.
- The **Greenways Product project** will 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.



Thanks for your attention!

European Greenways Award 2013



Enjoy Greenways!

Join EGWA!



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