



Greenways Product project

**43G/ENT/CIP/12/B/N/02S022 SUSTAINABLE TOURISM
Grant Agreement SI2.648445**

Greenways Product Workshop

Riga (Latvia), 20th -21st May 2014

Carmen Aycart Luengo
Director of Greenways and Environment
Fundación de los Ferrocarriles Españoles / Spanish Railways Foundation
www.viasverdes.com



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



FUNDACIÓN DE LOS
FERROCARRILES
ESPAÑOLES



Greenways are “independent communication paths” for the exclusive use of **non-motorized traffic** which are very **accessible** for any type of user because they have few or no slopes and are often built on **disused railway lines and canal towpaths**.





The greenways give easy access to places in all Europe (through tunnels and over viaducts). These infrastructures are the most commonly used in cycle tourism networks because they are safe, accessible and user-friendly.



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

Greenways Product - Objectives

The main objective of the project is the development and consolidation of the tourism product **“Greenways of Europe”**, with the purpose of helping to establish, promote and market the tourism offer of European Greenways.

In this way the idea is to pass **from “tourism resource” to “tourism product”**, through the creation of integrated tourism packages based on these trails.

For this purpose the project includes **initiatives to drive public-private collaboration and the integration of micro and small local enterprises.**



Greenways Product - Partners' Organizations

Lead partner/coordinator:

Fundación de los Ferrocarriles Españoles (FFE) (Spain)

Partners :

- European Greenways Association (European level) www.aevv-egwa.org
- Rogaland County Council (Norway) www.rogfk.no
- University of Central Lancashire. Institute of Transport & Tourism. (UK) www.uclan.ac.uk
- Grupo de Accion Local Polinesine Delta Po (Italy) www.galdeltapo.it
- Federazione Italiana Amici della Bicicletta (Italy) www.fiab-onlus.it
- Comunidade Intermunicipal da Região Dão Lafões (Portugal) www.cimrdl.pt
- Associação Portuguesa de Corredores Verdes (Portugal) www.apcverdes.org
- Vidzeme Tourism Association (Latvia) www.vidzeme.com
- Sierra Greenway Foundation (Spain) www.fundacionviaverdedelasierra.com
- Madrid Regional Transport Consortium (Spain) www.ctm-madrid.es

Besides, the following Small Enterprises (Spain)

- Rutas Pangea www.rutaspangea.com
- Iberus www.iberusmedioambiente.com
- Deporventura www.deporventura.es

14 partners from 6 countries



Greenways Product project **Objectives:**

- To **Position Greenways** in the regional, national and international tourism market through the creation of integrated tourism packages.
- To **increase the flow of tourists** (domestic and international) who visit the Greenways of Europe by promoting sustainable, active and quality tourism.
- To establish the **brand image of “European Greenways”** stressing the great value of these trails as **environmentally sustainable tourist destinations**.
- To **Promote Intermodality with public transport** as a sustainable means of accessing Greenways.



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

Greenways Product project **Target Groups :**

- **Local service and equipment providers:** Essential for providing a full offer for Greenways, mainly in rural areas.
- **Tour operators and agencies specialized in nature activities and tourism.** Essential for the sector's professionals who specialize in selling organized tourism packages.
- **Greenways management authorities.** Directly influence promotion policies and the tailoring of services to Greenway users.



- **Users and Potential Greenways tourists:** Growing interest in active tourism and cycle tourism and, in particular, in Greenways. Just some examples:

- ✓ **Bristol-Bath Greenway (UK, 27 km): more than 2.8 million trips in 2010**
- ✓ **Bourgogne en Vélo (France): network of nearly 700 km of cycle paths, 60% of which are Greenways: 1 million users a year in 2009.**
- ✓ **Girona Greenways (Spain, 125 km): 1.8 million trips a year in 2012.**



Greenways Product



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

Resume of Activities (Work packages)

- Methodology for creating a tourism product – Workshops and Training:**
- Report on specific methodology to create a Greenways-based tourism product
 - 4 Workshops often coinciding with other events.



Greenways Product



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

Resume of Activities (Work packages)

- Creation and development of concrete tourist offers / packages:**
- 5 meetings with public and private agencies concerning local / regional enterprises and managers of Greenways
 - Design of 5 tourism packages/offer for different targets and with diverse themes.



Resume of Activities (Work packages)

Marketing and Sales Tourism Product:

- 4 Fam trip + press trip (both targets together)
- Report on the main tour operators interested in cycle tourism (Europe, Canada, USA).

Transnational Trails Network - Cycle routes and Long Routes:

- “Branching out Eurovelo through European Greenways” : 3 Maps of Eurovelo routes + Greenways
- Mobile Conference on Greenways and Eurovelo Trail (in the North Sea Cycle Route - Norway)



Resume of Activities (Work packages)

Communication and Dissemination:

- Internet (microsite, social networks, YouTube Channel) + Brochure
- Activities for diffusion:
 - European Greenways Product Award
 - European Greenways Day (European Mobility Week)
 - FestiBike Trade Fair (Madrid).

Intermodal Transport & Access to Greenways:

- Best Practices Guide on intermodal cases of public transport in Europe + Greenways.
- Workshop on Intermodality and slow tourism



Greenways Product



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

Resume of Activities (Work packages)

Economic and other Impacts of Greenways:

- Guide of economic and other impacts of Greenways



Greenways Product project :

From the Resource ...



... to the Product :

Duration: 18 months
Budget : 279.950 €



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

The EGWA, the Spanish Railways Foundation and other partners, have recently developed the *Greenways for Tourism Project*. The next video, prepared in the framework of that Project, shows the great potential of the greenways for promoting the sustainable tourism all over Europe...



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



Paldies!

¡Gracias!

Thanks !

Carmen Aycart Luengo
Director of Greenways and Environment
Fundación de los Ferrocarriles Españoles / Spanish Railways Foundation
caycart@ffe.es

www.viasverdes.com