



Greenways Product workshop



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

Greenways and Sustainable Tourism *13th September 2013 , Viseu (Portugal)*



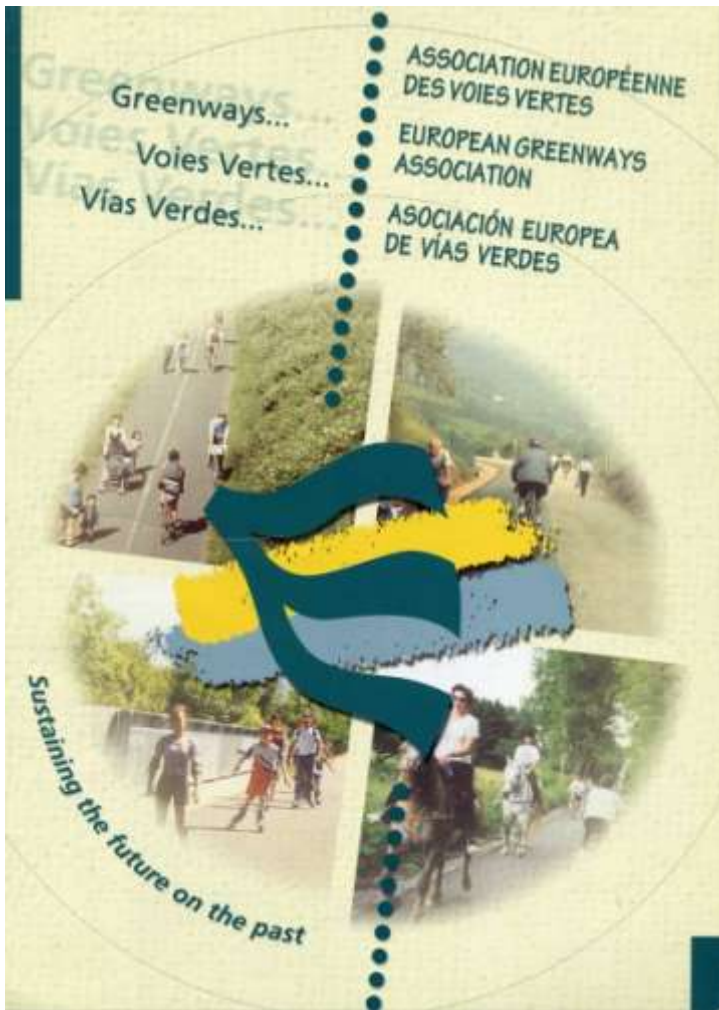
ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES

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www.aevv-egwa.org



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





In 1998 the European Greenways Association (EGWA) was created in Namur (Wallonia, Belgium) with the objective to make an inventory, to inform and, to promote Greenways internationally, and specially in Europe.

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

45 members from 13 countries.

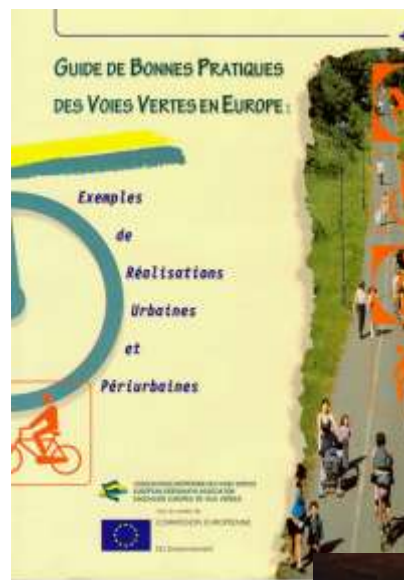
What EGWA does?

To promote greenways

- Awards
- Conferences
- Observatory
- Greenways Day, in the framework of the European Mobility Week

And...

- Best Practices Guides,
- European projects REVER (Green network), **NAVIKI**, **Greenways4Tour**, **Product**
- information exchange, initiatives diffusion, networking, cooperation, advise, lobbying, (...)



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) - **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 routes exclusively reserved for non-motorised journeys. 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 old railways and towpath channels.

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 crossed area.



Infrastructures that facilitates the access

Conditioning of railway bridges

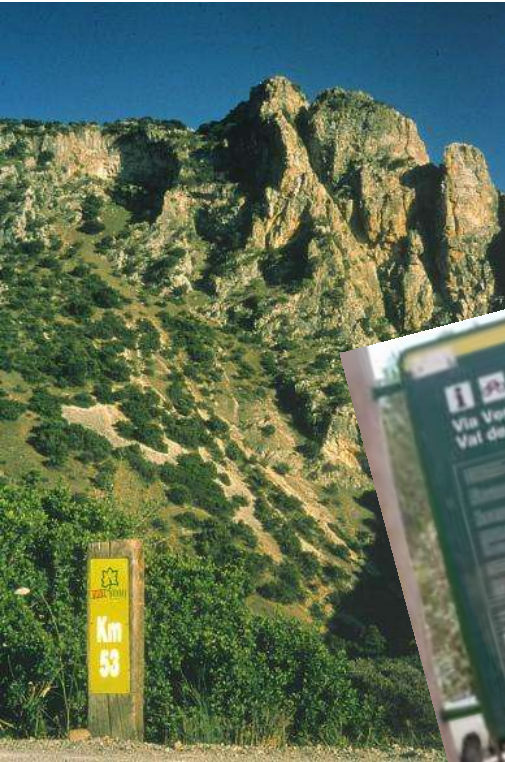


Infrastructures that facilitates the access

Safe and light tunnels



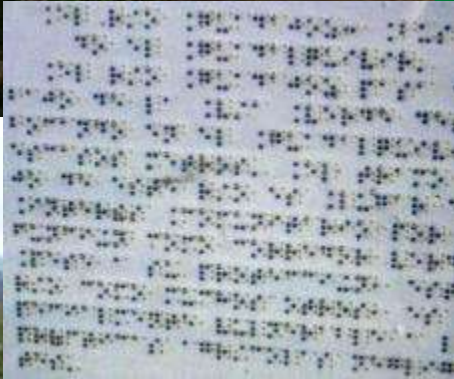
Signposting of the Greenways





Signposting of the Greenways

Ils garantissent l'intégration sociale si optimisent leur accessibilité : « concevoir pour la minorité »



Rehabilitation of former stations To install Services and equipments for tourism servicios y equipamientos ecoturísticos



Innumerable examples in Europe.
In Spain 71 stations of Green Routes
have been already recovered or they are
in project.





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- **Greenways promotion for sustainable tourism**
 - **Greenways4tour**
 - **European Greenways Award**
 - **Naviki**
 - **Greenways Product**





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



Why cycletourism and accessible tourism?

Trend to the growth of the cycletourism in spite of the economic current situation.

Both are important and increasing niches of market in Europe and worldwide and the greenways are suitable infrastructures for its development.

The need of a continuous **route, safe, nice and signposted** is accepted by all and these are characteristics of the greenways.



Greenways: infrastructures suitable 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, which allow passage around the countryside, the history, the culture and the past ... of Europe,



European Greenways Observatory:



www.greenwayseurope.org

Launch of the **European Greenways Observatory-EGO)** and extensive promotion.

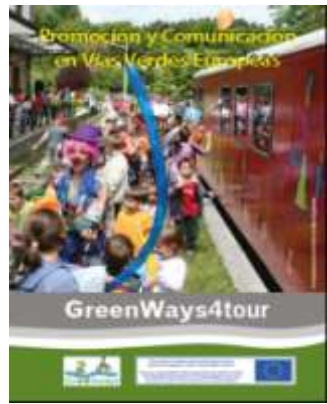
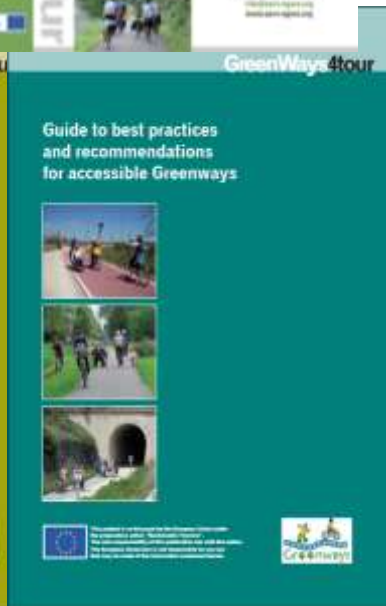
Promoting Introduction of data and to update greenways information by EGWA members and other organisation.

To become the **European reference about greenways**. The support of the **EGWA members and partners** is essential.



“Greenways4tour”

Wide promotion of the “greenways4tour” products: **best practices guides, leaflets, video**



European Greenways Observatory



CHOOSE THE LANGUAGE

**English
French
Spanish**

ASSOCIATION EUROPÉENNE DES VOIES VERTES

HOME SEARCH A GREENWAY CONTACTS

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 2008).

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
"Greenways4hour" project - 27-04-2012

More news

Newsletter

Read the last newsletter

Sign up for the newsletter

Videos

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.

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Greenways

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

**SEE ALL THE
GREENWAYS**

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



European Greenways Observatory



BUSQUEDA DE VÍA VERDE

País:

Región:

Tipo de usuario:

Tipo de línea:

Longitud (km):

RESULTS

- 1. Vía Verde de Alcazarón
- 2. Vía Verde de Costa Ballena
- 3. Vía Verde de Huelva
- 4. Vía Verde de la Cañalilla I
- 5. Vía Verde de la Cañalilla II
- 6. **Vía Verde de la Sierra**
- 7. Vía Verde de la Sierra Norte de Sevilla
- 8. Vía Verde de la Subbética (línea 2)
- 9. Vía Verde de Llerena
- 10. Vía Verde de los Molinos del agua
- 11. Vía Verde de Lucena
- 12. Vía Verde de Ocho del Río
- 13. Vía Verde del Azule
- 14. Vía Verde del Guadiana
- 15. Vía Verde del Cultural
- 16. Vía Verde Guadalupe Subbética

<http://www.observatorioverde.es/>

Results

European Greenways Observatory



ASSOCIATION EUROPÉENNE DES VIES VERDES

HOMÉ | BÚSQUEDA DE VÍA VERDE | CONTACTO

VIA VERDE DELLA SIERRA

MAPA:

LEYENDA — Via Verde seleccionada — Otras Vías Verdes

UBICACIÓN:
La Vía Verde se sitúa:
País: España
Región: Andalucía
Localidad: Puerto Serrano
La Vía Verde comienza:
País: España
Región: Andalucía
Localidad: Ólvera

DESCRIPCIÓN:
Longitud: 36,5 km
Tipo de Suelos: Duro y blando (calizo, margoso, barroso)

USUARIOS:
Peatonal
Peatonal con movilidad reducida
Bicicletas
Bicicletas todoterreno
Animas

OBSERVACIONES:
La vía, de 36,5 km de largo, atraviesa los municipios de Ólvera, Puerto Serrano, Coripe, Montefrío, El Coronil y Píñar. Esta vía verde, de una belleza paisajística y natural incomparable, fue inaugurada en el año 2000 y actualmente cuenta con treinta km de senderos, cuatro viaductos, tres antiguas estaciones (Ólvera, Puerto Serrano y Coripe), transformados en hoteles, restaurantes, y la estación de Zafra antigua, acondicionada para funcionar como centro de información para visitantes, y observatorio arqueológico.

ORGANISMOS DE GESTIÓN DE LA VÍA VERDE:

MAP

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

European Greenways Observatory



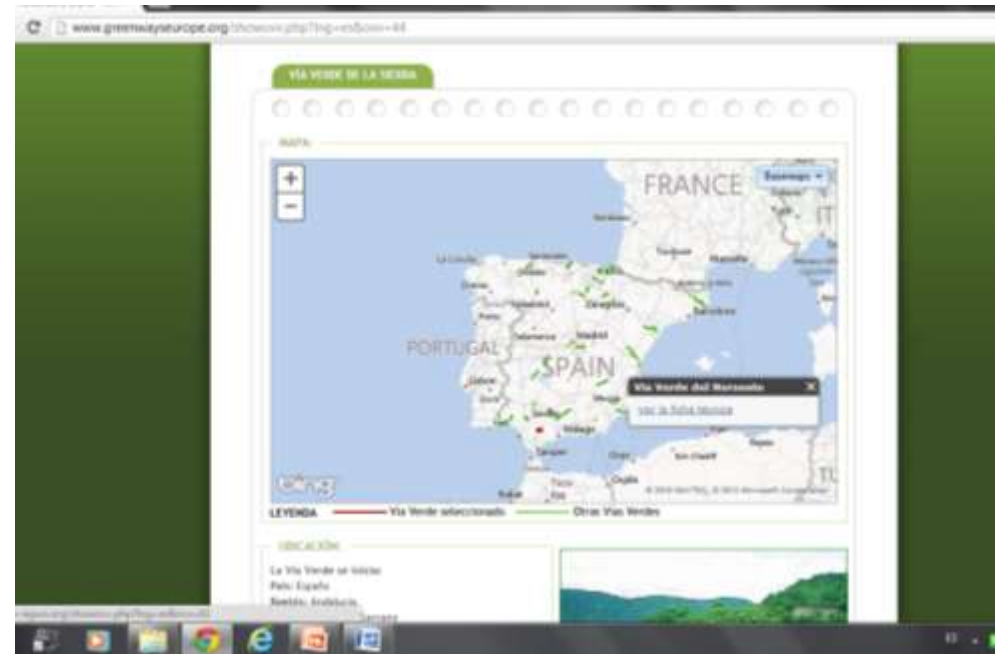
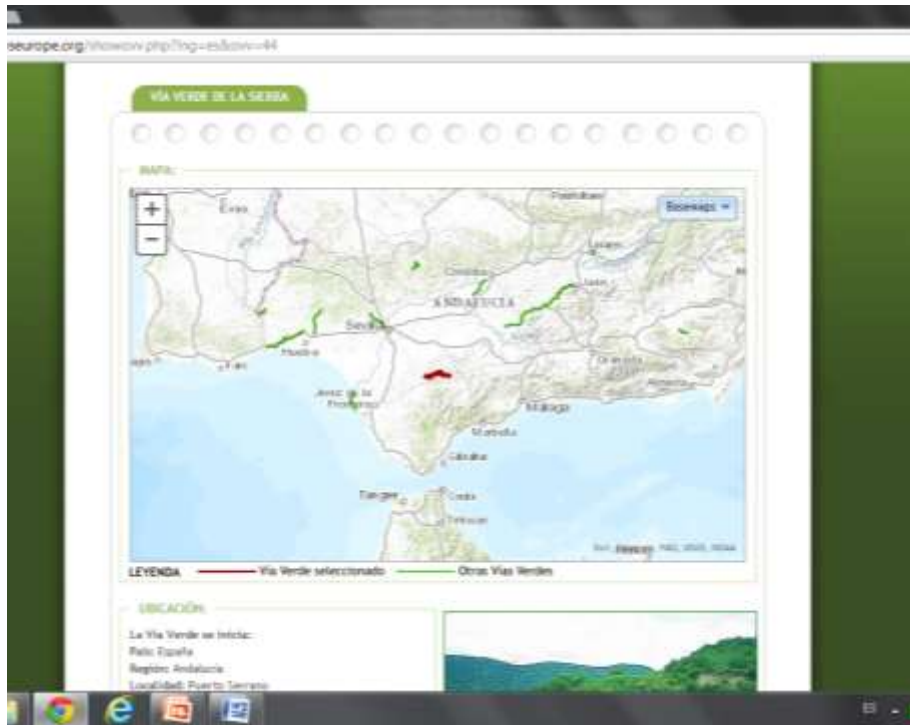
The screenshot displays the website interface for the European Greenways Observatory. The main content area is titled "Localidad: Puerto Serrano" and "The Greenway ends: Puerto Serrano". It includes a description of the greenway, which is 16.3 km long and crosses the municipalities of Ojeda, Puerto Serrano, Cortijo, Mandelón, El Conrado and Puerto. The page also features a comment form with fields for "Nombre*", "Email*", and "Escribe tu comentario aquí...". The form includes a CAPTCHA and a "Enviar" button. The website footer contains the text "Observatorio Europeo de Senderos Verdes" and "European Greenways Observatory".

USERS CAN ADD COMMENTS

European Greenways Observatory



Look for other greenways
on the map



And

To access to their
information



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COMUNIDADE INTERMUNICIPAL DA
REGIÃO DÃO LAFÕES

6th EUROPEAN GREENWAYS AWARD, 2013,



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



EGWA partner in the European project



Naviki is an exciting new web-based cycle route planner. It is free to use; It also turns the smartphone into a bicycle satnav device, thanks to free Naviki software (*).

Project is supported by the EU Intelligent Energy Europe, (May 2011 - December 2013).

Naviki enhances public awareness about the positive effects of cycling, among them energy efficiency and the avoidance of CO₂.

EGWA has an important role on Naviki European launch as Lead partner of the Work Package.

(*) (Beta version)



EGWA main interest is to promote greenways through Naviki.

EGWA, and some members have a personalised **Naviki Landinpages**, with information about cycle routes, and **specific information about greenways**

Some EGWA members take part of the **advisory panel for external advice and evaluation.**





EGWA active participation in Naviki promotion and dissemination at EU level



- Naviki Launch at EU level, June 2013
- A Race for Europe: Naviki EUSEW Cycling Contest
- Velocity 2013 participation
- Promoting new landingpages
- Supporting web translations, thanks to partners involvement

- **Naviki: 1000 new users per week!**
- Mainly from Germany and Holland.





New project: Greenways Product

- Main goal is the **development and consolidation tourism product “Greenways of Europe”**
- **Lead partner Fundación de los Ferrocarriles Españoles**
- **14 partners from 6 countries. EGWA become partner**
- **18 months**
- **Total budget: 279956,8468 - Grant: 209967,6351**
- **Products: 4 workshops / 5 Meetings public and private agencies and managers/ 4 fam/press trip/ 4 tourism packages./ Report on tour operators interested in cycle tourism/ 3 maps Eurovelo + Greenways/ Mobile Conference (Norway)**

“Greenways Product”



Project Workshop 2013:

- Kick off meeting and workshop “*Greenways for the development of Tourism*” in Olvera (Spain) 7 – 8 May 2013
- “*Greenways and Sustainable Tourism*” , September, 13th, 2013 Viseu, Portugal. Organized in coincidence with the *6th European Greenways Award Ceremony 2013*



Now is the time to invest in greenways for all round benefits

- **Greenways** are a **great asset for rural tourism** in territories where such disused infrastructure can be conditioned as greenways, preserving and enhancing this historic cultural heritage.
- **Return on investment** can be very high; in many cases the initial cost for setting up a greenway was compensated by newly generated income in 2-3 years.
- 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**.





Thanks for your attention!



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