



REGULATIONS

9th European Greenways Award, 2019

Presentation

The European Greenways Association (EGWA) was created in 1998 in Namur (Belgium) with the aim of encouraging the creation and promotion of greenways in Europe. It brings together more than 50 different organizations from 17 European countries involved in the development of greenways. More info www.aevv-egwa.org

Established in 2003, the biennial **European Greenways Award (EGA)** is presented to greenway projects that stand out for their excellence and demonstration of best practice.

REGULATIONS

Article 1 The greenway concept

Greenways are **"Communication routes reserved exclusively for non-motorised journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. 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. In this respect, canal towpaths and disused railway lines are a highly suitable resource for the development of greenways."** (Lille Declaration, 12 September 2000).

The greenways offer a very broad audience access to alternative travel infrastructures, with these main characteristics:

- Comfort, accessibility and safety, since they are separate from motorised traffic.
- Open for use by all, on foot, by bike, roller skates, wheel chairs, etc,
- Services for users along the greenways.

Greenways are also attractive and convivial travel routes. They have a positive impact in many areas:

- Preservation and enhancement of the cultural and industrial heritage: former railways, waterways, civil engineering structures (bridges, tunnels, locks,...)
- The growth of non-motorised commuting and travel for leisure and tourism tends to reduce the effects of air pollution and traffic congestion in towns.
- Quality of life in urban and suburban areas.
- Preservation of public land.
- Economic, social and tourist development including disadvantaged regions or neighbourhoods requiring revitalisation.

With the collaboration of:



- Public health and sport.
- Discovery of, and learning about, the environment in urban and natural areas.

Article 2 – Organisation terms

To underline and encourage actions conducted to promote greenways in Europe and to coordinate initiatives related to this concept as well, the EGWA in cooperation with the [Vidzeme Tourism Association](#) is organising the 9th European Greenways Award 2019. The objective is to promote examples of best practices and to support their replication for other greenways all over Europe. The **European Greenways Award** will be granted only to greenways under the [Lille Declaration](#), as well as to initiatives already in existence.

A Technical Committee will make a preliminary examination of the candidacies, and it likewise assists the jury in its choice. It reserves the right to verify locally the achievements submitted in the applications.

The Technical Committee is composed by representative's members of the EGWA and partnership entities supporting the award organisation.

The Jury. On the basis of a prior examination done by the Technical Committee, the jury will select the awarded candidacies acknowledging an achievement in greenways related to the **3** categories of the awards. The jury's decisions are not subject to appeal, and are taken by a majority of votes. The jury reserves the right not to award all the prizes.

The chairperson and the secretary of the technical committee will aid the jury, with voice but without vote.

The jury will be composed by representatives of European and other international institutions and qualified personalities competent to identify exemplary achievements in greenways in Europe.

Article 3 – Prize categories

A. Excellence awards

Under this category the 1st, 2nd and 3rd prizes will be awarded to three exemplary greenways that show the best integration of the various characteristics that define greenways, (art. 1) and which also demonstrate specific strengths which, in the opinion of the jury, make them exemplary. The success of these facilities should be evidenced by their public popularity and demonstrable impact on sustainable development.

B. Exemplary initiatives

A 1st, 2nd and 3rd prizes will be awarded to the exemplary initiatives carried out in relation to greenways. This category is open to any activity related to greenways in its broadest sense: design, construction, management, promotion, equipments, signposting, emphasising other resources of the territory (cultural or natural heritage...), maintenance, citizen implication for

local inhabitants etc. Its main objective is to promote good practices and their possible replication for any other European greenway.

As an example, prizes will recompense initiatives related to:
Preservation of cultural heritage; sustainable mobility; services provided to users; landscape treatment and attractiveness; networking; communication (press, video, media); actions addressed to specific target groups: youth, children, mobility impaired people, seniors ; voluntary programs, (...)

C. Special award, (*) Innovative action / product to improve the info and experience for tourists.



Co-funded by the COSME programme of the European Union

A single award will be granted to recompense initiatives and/or products to inform visitors and improve their experience using new technologies, linked to greenways and aimed at either one or more of these trails.

This special award aims to:

- Raise the awareness of stakeholders in the promotion and marketing of the greenways, leveraging the most appropriate innovative tools and technologies to inform and enrich the experience of visitors to these greenways, and to attract more users and enable them to discover the attractive cultural and natural assets in the vicinity.
- Encourage the use of the most appropriate technological tools available and their implementation tailored to the various realities of the territory, to raise awareness of greenways, their cultural and natural wealth, and to provide users with useful services and information.
- Promote innovative actions related to Cultural and Creative Industries (CCIs) linked to greenways and UNESCO sites and/or other cultural and natural heritage assets nearby, as a tool to encourage tourists to visit greenways, using non-motorized means of transport, such as cycling or walking, thanks to the use of technologies related to CCIs (augmented reality AR (**), Virtual Reality (**), 3D images, GPS, apps, ...).

As examples of possible initiatives/products that might be candidates for this special prize we shall be considering all types of Augmented Reality (AR) apps, Virtual Reality (VR) apps, GIS Viewers (Geographical Information System), apps which guide tourists to greenways, whether in remote rural or mountain areas, or boasting cultural or natural heritage, new audio-visual technologies, such as drone-mounted HD cameras, advanced 3D, etc., and the use of any technological digital application aimed at achieving one or more of the aforementioned objectives. It is up to candidates to demonstrate their eligibility for this award.

Candidates' application must refer to greenways and their vicinity.

We shall be evaluating the usefulness of the initiative/product and its impact on users, its ease of use, its innovativeness, the sustainability of the product/initiative, its adaptation to the conditions of the territory and the available resources, as well as its role as a best practice reference for other greenways.



With the collaboration of:



(*) This special award is part of the activities included in the **Greenways Heritage** project, co-financed by COSME Programme 2017. Call for proposals COS-TOURCCI-2017-3-03. Supporting the Promotion and Development of Transnational Thematic Tourism Products Linked to Cultural and Creative Industries.

(**) For this special category: "augmented reality" – AR is meant as a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data); "Virtual reality" – VR is meant as a perception of being physically present in a non-physical world. The perception is created by surrounding the user of the VR system in images, sound or other stimuli that provide an engrossing total environment. (Call for proposals COS-TOURCCI-2017-3-03.

Article 4– Nature of the awards

Each winner will receive a diploma and a trophy symbolising the objectives pursued by the EGWA. The Award-winners will benefit from the publicity and communication on the award which will be broadcast at a Europe-wide level so as to publicise examples of best practice and 'know-how' in the field of greenways. Also, the award-winning candidates will have their projects exhibited on the EGWA site and promoted internationally as examples of good practices in conferences, social networks and other promotional tools EGWA related, as the European Greenways Observatory.

One representative of each award-winning candidacy will be invited by the organisation to receive the award at the presentation ceremony to be held at **Vidzeme region, in Latvia, 5th September 2019.**

Article 5– Conditions for participation

Applications can be submitted by public or private organisations, associations involved with the development of greenways or those that set up exemplary initiatives in the field of greenways, as well as small and medium size enterprises (SME), that work towards the generation of tourism business and the commercialisation of integrated tourism packages based on these trails, likewise companies operating in the cultural and creative sectors (CCIs) in one of the Member States of the European Union, EFTA countries, the official Candidate Countries for European Union membership, as well as other member states of the Council of Europe.

Candidates wishing to apply for more than one category must submit one application per category.

Greenways awarded in the 8th edition of 2017 with any of the Awards given in will not be eligible in this 9th edition.

All the information will be available on the 9th EGA website:
www.europeangreenwaysaward.org

Participation in the European Greenways Award entails compliance with and acceptance of the conditions of these regulations by the participants.



With the collaboration of:



Article 6– Applications

Only dossiers using an application form, and complying with the procedures set down in this article shall be considered. The Technical Committee will be responsible for verifying that the dossiers transmitted to the jury comply with the eligibility criteria.

The dossiers will consist of:

An Application form: That will be submitted in electronic format. Application forms will be available in English through the 9th EGA website and must be only submitted in English The application forms must be received by **Thursday 6 June 2019** at the latest.

Supplementary documents supporting each candidacy (leaflets, photos, maps, publications, gps tracks, videos...) can be sent in any language.

Applicants are encouraged to send their **complementary information** electronically or in a **digital support (USB & DVD & CD)**

Any complementary information must be received by **Thursday 6 June 2019 at the latest** to the address below.

Documents received after this deadline will not be accepted. Incomplete dossiers, or dossiers sent in several parts will not be accepted. Please **indicate** the title of your **candidacy** and a **contact name** when sending the **supplementary documents**. Complete dossiers shall be kept by EGWA.

Supplementary documents must be submitted to:

European Greenways Association (EGWA) - 9th EGA
Fundación de los Ferrocarriles Españoles – Vías Verdes
C/ Santa Isabel, 44
28012 Madrid, SPAIN

Article 7 – Results and Ceremony of the Awards

The jury will decide the winners of the prizes that will be informed by EGWA. The prize-winners are asked not to communicate or use any public reference to the award before the official ceremony.

The awards ceremony will be held on **Thursday 5th September 2019 at Vidzeme region, in Latvia.**



With the collaboration of:

