



Co-funded by the COSME programme of the European Union

Greenways Heritage: state of affairs and future actions in this COSME-EU funded project.



Workshop 22 May 2019
19th century boat lifts on the
Historical “Canal du Centre” – La Louvière



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



Mercedes Muñoz Zamora. Director, EGWA

www.aevv-egwa.org

EGWA MEMBERS



EGWA was created in 1998 in Namur (Wallonia, Belgium).

Aim: inventory and encourage the creation and promotion of Greenways in Europe

> 50 members from 16 countries

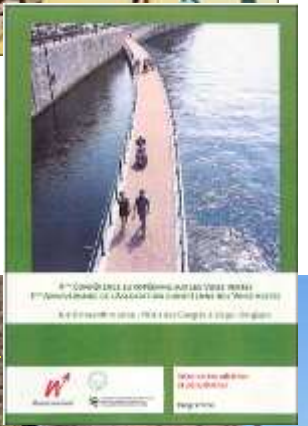
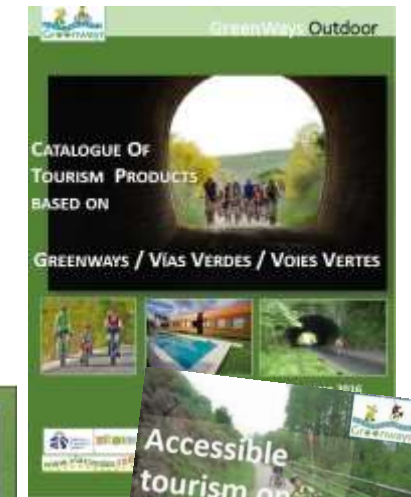
Secretariat and executive seat in Madrid (Spain)



What EGWA does?

To promote greenways

- **Awards**
 - **Conferences**
 - **Observatory**
 - **Greenways Day, within the European Mobility Week**
-
- **Best Practices Guides,**
 - **European projects (REVER, Greenways4Tour, Naviki, Greenways Product, Outdoor, Greenways4ALL, Greenways Heritage, OurWay)**
 - **information exchange, initiatives diffusion, networking, cooperation, advise, lobbying, (...)**



Biennaly: European Greenways Awards

2003. I EGA was handed by Environmental Commissioner Margot Wallström. (Brussels).



8th EGWA 2017. Limerick (IR) In cooperation with Limerick CCC.



9th European Greenways Award 2019 OPEN CALL!! Deadline 6/June/2019

“Greenways HERITAGE ”



*“Development and promotion of a transnational cultural tourism product
linked to greenways and UNESCO cultural sites”*



➤ Many **greenways** have **outstanding UNESCO heritage sites nearby**, although to date there is no joint promotion effort from which the two significant cultural resources can benefit.

➤ The link between greenways and UNESCO sites today is still weak



**Tourism product combining
the two resources:**

✓ **greenways**

&

✓ **UNESCO sites located
nearby**

**to create very attractive
cycle routes and to
attract more tourists**





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;
- ✓ Valorizing strategy
- ✓ campaigns
- ✓ Special award innovative actions
- ✓ Declaration for UNESCO and greenways

Lead: EGWA



Tourism GIS - 15 Itineraries in 8 countries

Greenways Heritage: the GIS-Database

Creation of a **GIS-database** containing all the mapped information related to **territories** characterized by the presence of **UNESCO sites** and **greenways**:

- **Cultural-historical resources** (churches, castles, museums, archaeological sites etc.)
- **Natural Resources** (protected areas, historic gardens, panoramic points etc.)
- **Tourism services** (accommodations, food & beverages, bike rental points, info points etc.)
- **Accessibility Point** (rail stations, navigation services)

Final Goal: to Map 15 itineraries in 8 countries



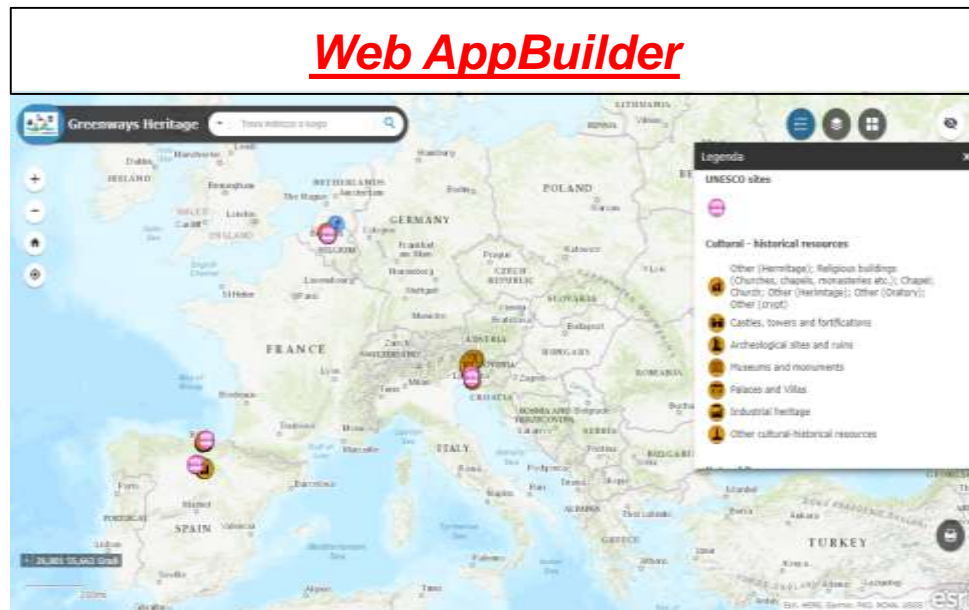


Tourism GIS - 15 Itineraries in 8 countries

Greenways Heritage: The Web application

The Database will be **shared with tourists and stakeholders** through the development of a **Web-GIS based application** that will run on **any device** and **Operation System**.

→ The application was developed through the integration of **two ESRI development tools**:





Report on tourists and their impact on the territory.

Stakeholders Survey - Greenways Heritage

English surveys

The purpose of these surveys is to gather quantitative information from current data, the analysis and conclusions of which will show us the current situation and allow us to take better advantage of the combination of these two resources (Greenways + UNESCO Heritage) and so move forward in the planning, management and promotion of these itineraries as common destinations. The results will also be useful for promoters and managers of European greenways, and UNESCO sites and private companies, so that they can learn more about greenway resources and promote the inclusion of UNESCO World Heritage sites in greenway-related thematic itineraries and so contribute to sustainable tourism throughout Europe.

We kindly ask you to take a few minutes to fill in this questionnaire, in the knowledge that you are helping us to move forward in the enhancement of the touristic and cultural offer of European greenways combined with UNESCO Heritage sites in Europe.

<http://www.aevv-egwa.org/projects/greenways-heritage/survey/>



GREENWAYS STAKEHOLDERS SURVEY

➤ Complete the Survey online



➤ Download the Form in PDF

UNESCO STAKEHOLDERS SURVEY

➤ Complete the Survey online



➤ Download the Form in PDF

PRIVATE SECTOR STAKEHOLDERS SURVEY

➤ Complete the Survey online



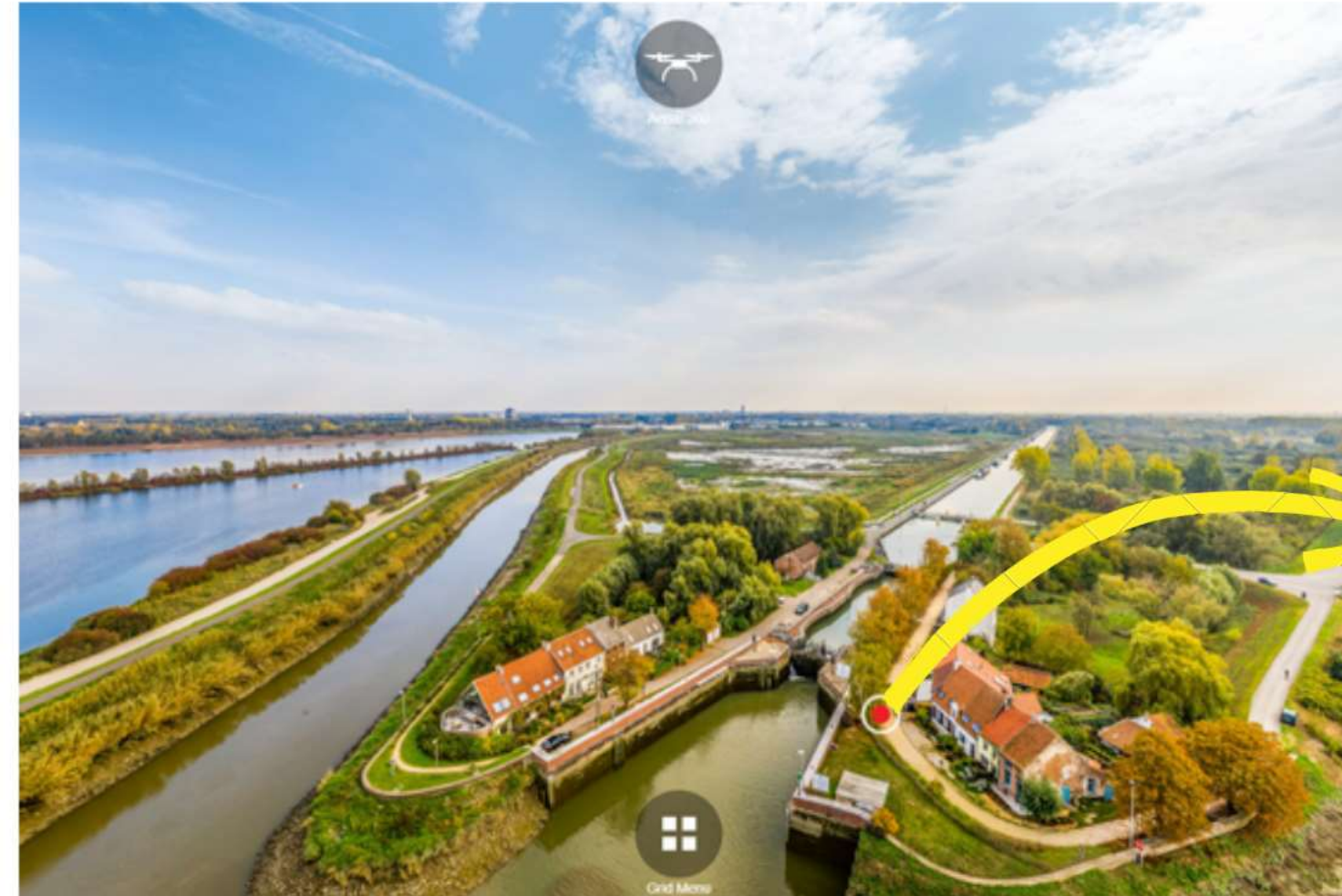
➤ Download the Form in PDF

**We request your
collaboration!
To respond the survey**



Introducing New Technologies on Cultural UNESCO Sites and Greenways

Zennegat, Belgium



- VR
- AR
- 360°



Best Practices Guides– ICT Greenways and UNESCO



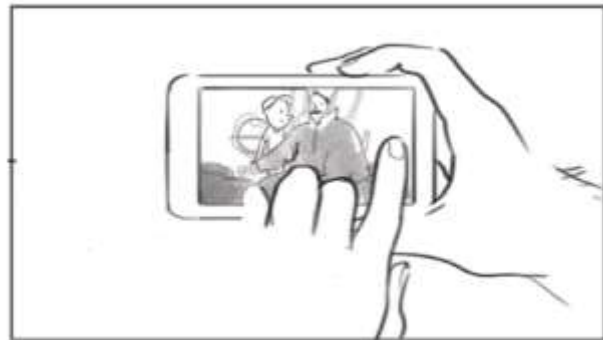
Using new technologies - CCI related to improve the experience of the visitors:

Augmented reality - computer-generated sensory input such as sound, video, graphics or GPS data)

Virtual reality

App's

(ICT) Information and Communication Technologies - (CCI) Cultural and Creative Industries.



Augmented Reality lets us do all kinds of **cool stuff**. Things like **walking into a painting**, and taking a picture with you in it. That picture is **stored with your photo's**, gets a **'Greenways' watermark** and can be used to send to friends and family.



The Greenways companion app invites them to point the app's camera to an outer wall



Through augmented reality, they can not only see inside, they see the location as it was, in the early 20th century.

Creation and sale
of tourist product
Greenways
+
UNESCO



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GREENWAY FERROCARRIL VASCO - NAVARRO

Tras los pasos del "El Tenico" y del patrimonio del Camino de Santiago

DESCRIPCIÓN

La Vía Verde del Ferrocarril Vasco Navarro revive la huella de un tren muy querido por los habitantes de la zona, quienes lo conocían como "El Trenico". Para disfrutar de este increíble recorrido, te proponemos como punto de partida una de las capitales verdes de Europa, Vitoria-Gasteiz, con su rica gastronomía y gente amable.

Recorreremos las comarcas de la Llanada Alavesa hasta llegar a Tierra Estella, para disfrutar de su ambiente peregrino en la Ruta Jacobea, en su paso por el Camino Francés, hacia Santiago de

ITINERARIO

Día 1, a tu llegada recorreremos el casco antiguo medieval de Vitoria-Gasteiz. Tarde libre para disfrutar de la ciudad. Día 2, iniciaremos el itinerario por la vía verde hasta llegar a Maestu. Allí visitaremos el Santuario de Estibaliz, joya del arte románico Vasco. Día 3, desde Maestu, seguiremos hacia Acedo, deteniéndonos en el Centro de Interpretación de Antñoana, donde conoceremos la historia de "El Trenico". Día 4, continuando el recorrido, conoceremos uno de los productos más exquisitos de la gastronomía local en el Museo de la



Soy Ane, te espero en la Vía Verde del Ferrocarril Vasco-Navarro

Precio 710€(*)

Grupo Mínimo: 8 personas
Estancia: 6 días y 5 noches
Alojamiento: media pensión



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GREENWAY MONTES DEL HIERRO

El patrimonio industrial y minero del País Vasco recorrido por su Vía Verde

DESCRIPCIÓN

El hierro modeló durante siglos el paisaje, la vida y carácter del País Vasco. Recorrer la Vía Verde de los Montes del Hierro es una oportunidad para conocer las raíces de este territorio, y la historia detrás del tren que fue protagonista en su pasado minero. En este itinerario, disfrutaremos de la naturaleza y de paisajes increíbles recorriendo pequeñas poblaciones y aldeas con encanto, visitando un abuelo en otro día.

ITINERARIO

Día 1, te estaremos esperando en Bilbao para acompañarte por el casco antiguo hasta el Puente Colgante, uno de sus iconos más representativos y patrimonio UNESCO. Día 2, nuestro recorrido por la Vía Verde lo iniciaremos desde Encarnación, donde visitaremos su museo. Los antiguos hornos de calcinación de Santa Catalina serán otro de los atractivos. Por la tarde, visitaremos la tradicional Fábrica El Pabón y



Precio 465€ (*)



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GREENWAY SIERRA DE LA DEMANDA

El Yacimiento arqueológico de Atapuerca es patrimonio de la Humanidad

DESCRIPCIÓN

El ferrocarril minero de la Sierra de la Demanda se construyó en los últimos años del siglo XIX y apenas llegó a funcionar hasta 1904. Tal vez su vía ferroviaria haya sido corta, pero sus caminos siguen siendo recorridos en la actualidad adentrándose en un territorio de gran riqueza natural. La Vía Verde de la Sierra de la Demanda recorre el corazón de esta zona. llena de paisajes de montaña y pueblos con encanto. Nuestro itinerario saldrá desde la monumental ciudad de Burgos para retroceder en el tiempo visitando

ITINERARIO

Día 1, llegada a Burgos con tiempo para visitar el Museo de la Evolución Humana y visitar el casco antiguo de la ciudad. Día 2, comenzamos el día con una visita al Yacimiento de Atapuerca, patrimonio UNESCO y "Cuna de la Humanidad". Seguiremos en dirección a la Estación de Arbalón para iniciar nuestro recorrido por la Vía Verde, donde nuestro objetivo será llegar hasta Pineda de la Sierra, en el corazón de la Sierra de la Demanda. Día 3, continuamos el recorrido por Montemurio de la Demanda. Tras un descanso, regresaremos a Arba



Precio 495€ (*)

Grupo Mínimo: 8 personas
Estancia: 4 días y 3 noches
Alojamiento: rural regular
Clima: buen por Burgos a la noche



Greenways HERITAGE

Guimarões Declaration

*For the promotion of UNESCO sites and
Greenways as common destinations in Europe*

**We encourage you
to subscribe it!**

Available on the EGWA site

<http://www.aevv-egwa.org/projects/greenways-heritage/guimaraes-declaration/>



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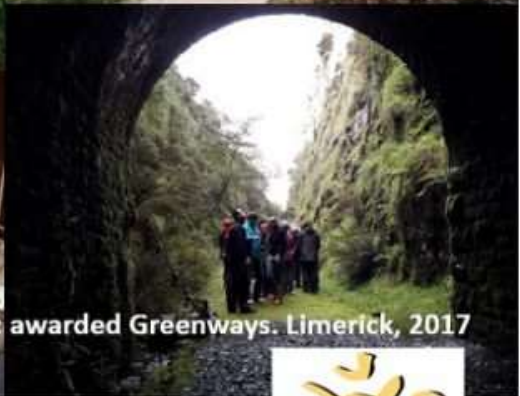
9th European Greenways Award 2019 OPEN CALL!!



Award Ceremony: 5th September, Vidzeme region (Latvia).

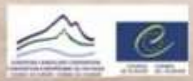
www.europeangreenwaysaward.org

#GreenwaysAward2019



Pictures: awarded Greenways. Limerick, 2017

Special Prize
Greenways Heritage
- Innovation



Special award:



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EUROPEAN GREENWAYS ASSOCIATION
ASOCIACION EUROPEA DE VIAS VERDES



VIDZEME TOURISM ASSOCIATION

Deadline applications 6/June/2019



European Greenways Award 2019



Objective: promote examples of best practice and to support their replication on other greenways all over Europe.

Special Award, Exemplary
innovative action/ product to improve the info and experience for tourist

- to initiatives or products that inform and improve the visitors experience using new technologies, linked to greenways (...)

Deadline applications: June 6





“Greenways HERITAGE ”

- An opportunity to promote jointly UNESCO and Greenways nearby.
- Opportunities for cooperation!!



UNIVERSITÀ
DEGLI STUDI
DI MILANO





Opportunities

for entities not participating in the project

- ✓ Integrate your greenways + UNESCO in the tourist GIS.
- ✓ Create your Greenways + UNESCO tourist packages and integrate it into the Greenways Heritage offer.
- ✓ Contribute to the best practices in innovation in Greenways and participate in the special European Greenways Award (Deadline 6 June).
- ✓ **The GIS will update the OEVV-EGWA** and other greenways, even not connected with UNESCO sites, will be integrated in the near future.

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



Expected impact :

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

- by means of the **improvement of policy instruments** related to the cultural and natural quality of the territories involved

Thank you for your attention!
Merci de votre attention !!

Join EGWA!



www.greenwaysheritage.org



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EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES

Enjoy Greenways no border no barriers!