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COMUNIDADE INTERMUNICIPAL  
VISEU DÃO LAFÕES



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

07 jul '16

10:00h

CASA DO ADRO  
VISEU

WORKSHOP

**ECOPISTAS  
E PRODUTOS  
TURÍSTICOS**



## *Presentación del Proyecto Greenways Outdoor*

Mercedes Muñoz, EGWA Directora

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[www.aevv-egwa.org](http://www.aevv-egwa.org) [www.greenwayseurope.org](http://www.greenwayseurope.org)

- **Presentación de la AEVV -**

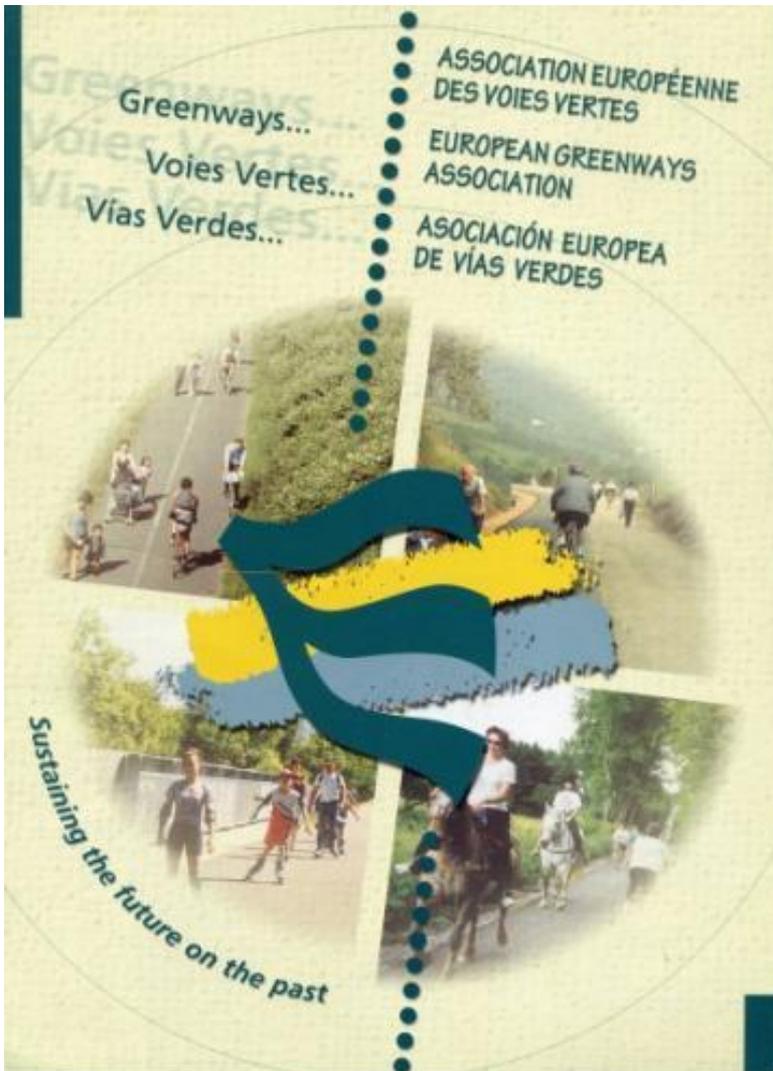


- **Las Vías verdes un valor añadido para el turismo sostenible**

- **Greenways Outdoor : desarrollando producto turístico vinculado a vías verdes**

- **Como participar y beneficiarse del Proyecto**





- Asociación Europea de Vías Verdes
- Constituida en 1998 en Namur (Wallonia, Bélgica)
- Objetivos: el inventario, la información y la promoción, incluyendo el estímulo para la creación de Vías Verdes.
- Secretaría y oficina ejecutiva en Madrid, desde 2009
- 50 socios de 16 países europeos



[www.aevv-egwa.org](http://www.aevv-egwa.org)

# 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 ; - D.G. OPÉR. MOBILITÉ ET VOIES HYDRAULIQUES ; -D.G. OPÉR. AMÉNAGEMENT DU TERRITOIRE, DU LOGEMENT, DU PATRIMOINE ET DE L'ÉNERGIE ; PROVINCE ANTWERPEN; 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 WESTERN TRAIL ; GREAT SOUTHERN TRAIL; HERITAGE COUNCIL OF IRELAND - **ITALY**: ASSOCIAZIONE ITALIANA GREENWAYS (AIG) - **LATVIA**: VIDZEME TOURISM ASSOCIATION - **LUXEMBOURG**: MINISTÈRE DU TOURISME - **NORWAY** ROGALAND COUNTY COUNCIL; **POLAND**: STOWARZYSZENIE GREENWAYS POLAND (GREENWAYS POLAND ASSOCIATION- **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); - **ROMANIA** ASSOCIATION FOR SOCIAL & HEALTH TOURISM ASSOCIATION ; - **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 ; DIPUTACIÓN FORAL DE ALAVA; 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.

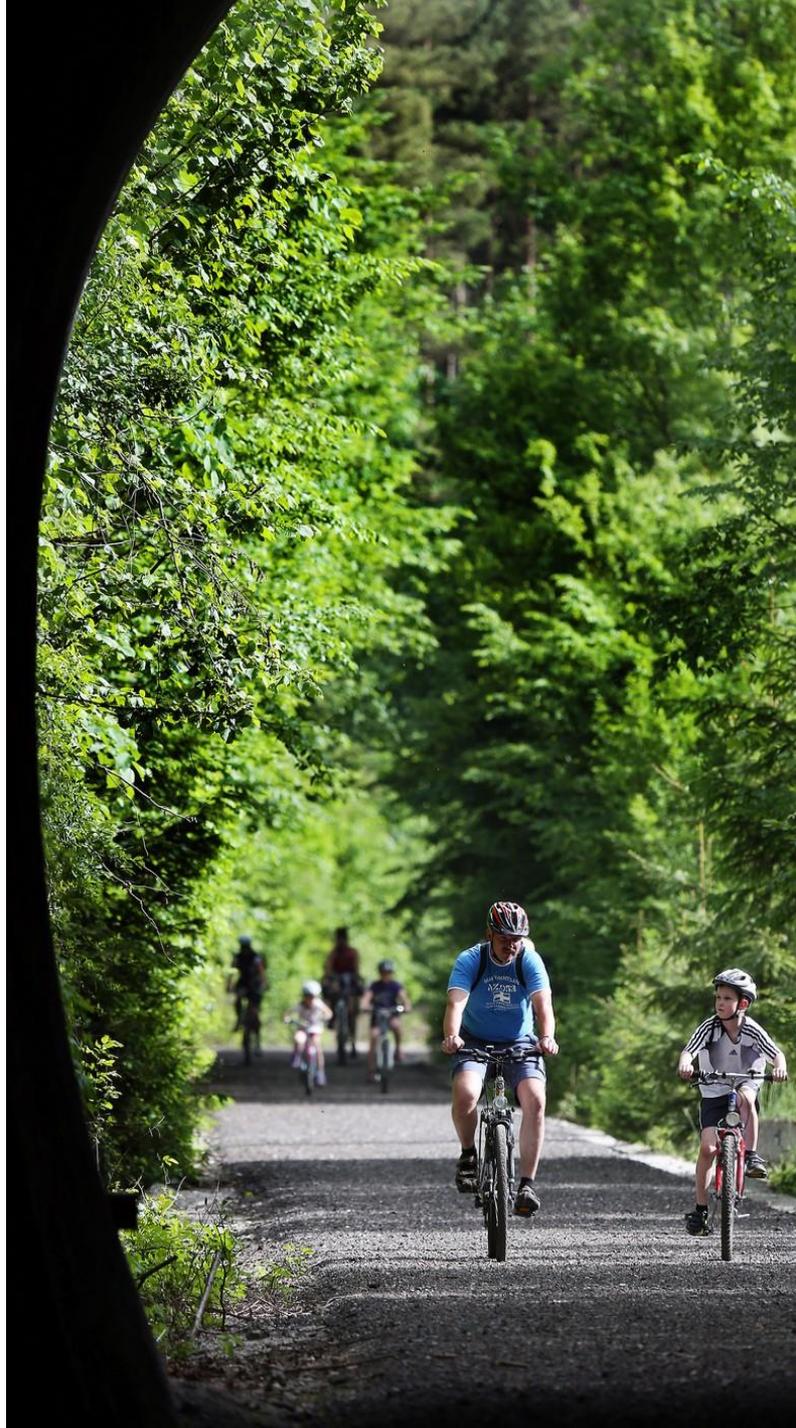
**Honorary members: BELGIUM**: SNCB-HOLDING - **SPAIN**: ADMINISTRADOR DE INFRAESTRUCTURAS FERROVIARIAS (ADIF); MINISTERIO DE MEDIO AMBIENTE Y MEDIO RURAL Y MARINO; **USA**: RAILS TO TRAILS CONSERVANCY (RTC).



# Vías verdes / ecopistas

## Características comunes:

- ✓ **no motorizadas**
- ✓ **accesibilidad** para todo tipo de usuarios, incluyendo personas con movilidad reducida.
- ✓ **Facilidad de uso, seguridad y continuidad.**
- ✓ Respeto por el medio ambiente natural, cultural, histórico y humano de las zonas que se atraviesan



# Vías verdes

Infraestructuras  
preexistentes:

- **Vías de ferrocarril abandonadas,**
- **Caminos de canal,**
- Otros itinerarios cerrados al tráfico motorizado

Movilidad cotidiana,  
turismo activo, ocio  
saludable, deporte y  
ejercicio físico en medio  
**urbano o rural**



# Infraestructura que facilita el acceso



## Reacondicionamiento de puentes ferroviarios



# Infraestructura que facilita el acceso



## Túneles



# Señalización



# Rehabilitación de estaciones ferroviarias en desuso para instalar servicios



Innumerables ejemplos en Europa.

# Vías verdes: un valor añadido para el turismo sostenible

Pendientes inferiores al 3%, trazados rectilíneos y amplias curvas.

Acceso excepcional y respetuoso a la naturaleza, al discurrir por infraestructuras pre-existentes, integradas en el paisaje, que permiten recorridos por el paisaje, la historia, la cultura y el pasado de Europa.



# Vías verdes / Ecopistas: infraestructuras ideales para el cicloturismo



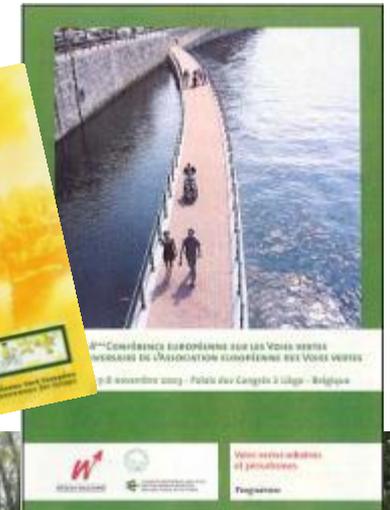
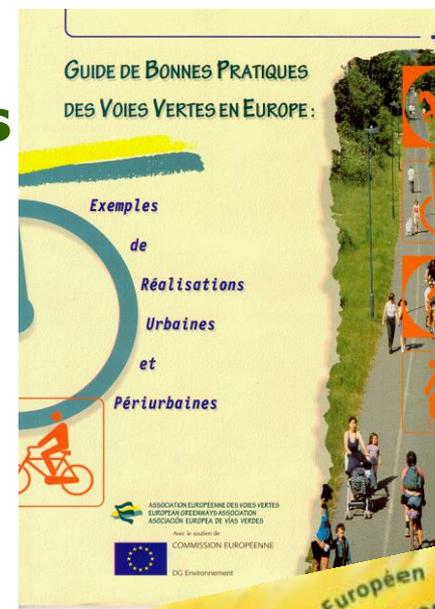
**Cualquiera que sea la edad y condición física;  
para ir con la familia, amigos o individualmente.  
Las vías verdes son ideales para andar o ir en  
bicicleta, de forma segura y accesible.**



# Que hace la AEEVV

## Para promover las Vías Verdes

- Premios
- Conferencias
- Observatorio
- Día Europeo de las Vías Verdes
- Guías de Buenas Prácticas,
- Proyectos europeos (REVER, Greenways4Tour, Naviki, Greenways Product, Outdoor, GW4all)
- Intercambio de información, difusión de iniciativas, redes, cooperación, asesoramiento, **lobby**, (...)
- Participación en Comité de expertos **Senior Tourism** de la Comisión Europea



# Premio Europeo de Vías Verdes (Bienal)

2003. I PEVV entregado por la Comisaria de Medioambiente Margot Wallström. (Bruselas).



Entrega de Premios en Namur, Bélgica, en colaboración con la Wallonie. (7ª edición - 2015)



# "Greenways4tour"

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



- Guías de buenas prácticas,
- folletos,
- Video
- Jornadas
- Observatorio

**European Greenways for Tourism**  
Greenways are recreational routes developed exclusively for non-motorised purposes, designed as a privileged space which enhances both the environment and quality of life of the surrounding area (Declaration of Lille, September 2000).

They have an essential characteristic: a base of users, that allows, either foot or on bicycles, slow their use by all types of users, including mobility impaired people.

- Safety: due to their separation from roads, and by appropriate signage or the landscaping.
- Certified meeting suitable solutions for physical and/or hearing impaired users.
- Respect for the environment along Greenways and encourage its respect by the users.

Greenways provide facilities based on the characteristics of the type of path and surface and trails, such as shared riding stations and lock storage boxes. These facilities can also extend to other general amenities: benches, picnic tables, toilets. They must also take care to be barrier-free.

Greenways:

- Improve communication and non-motorised tourism in Europe. Analysis of Greenways existing through Europe identifies key and nearby opportunities for future development.
- Provide shelter and more balanced ways of use and support relating to congestion and the pollution of sites.
- Promote local development, active tourism and local employment among citizens.
- Encourage a more harmonious and efficient use of the territory.
- Bring Europeans closer to both their natural and cultural environment.

www.greenways4tour.org

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UNIVERSITÀ DEGLI STUDI DI MILANO  
partner  
BASQUETOUR  
INNOVESVERDES

www.greenways4tour.org

EUROPEAN GREENWAYS ASSOCIATION  
info@greenways.org  
www.greenways.org

**Best Practices Guide for the Promotion and Communication of European Greenways**

**Best Practice Guide and Other Certification Along Greenways**

**Guide to best practices and recommendations for accessible Greenways**

This project is co-financed by the European Union under the preparatory action "Sustainable Tourism". The main responsibility of this publication lies with the authors. The European Commission is not responsible for any use that may be made of the information contained therein.

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**Promoción y Comunicación en Vías Verdes Europeas**

GreenWays4tour

**GREENWAYS AND RURAL TOURISM**

Extending opportunities for European Rural Tourism

GreenWays4tour

**Accessible Tourism on European Greenways**

GreenWays4tour



GreenWays4Tour

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 footpaths, Roman roadways or old pilgrimage ways (Declaration of Lille, September 2000).

ENW 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 - 02-09-2012  
"Greenways4tour" project - 27-04-2012

More news

Newsletter

Read the last newsletter

Sign up for the newsletter

Videos

GREENWAYS TO DISCOVER

# Greenways Product

## Del “Recurso Turístico” al “Producto Turístico”

### 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](http://www.visitgreenways.org)



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



# Greenways Outdoor

**Greenways Outdoor**

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

The objective of "Greenways Outdoor" project is the creation and transnational promotion of an outdoor tourism product linked to European greenways, and on the improvement of the capacity building of SMIEs located in their vicinity, so that they can tailor their services to the demands of customers and so become more

L'objectif du projet "Voies vertes Outdoor" est la création et la promotion transnationale d'un produit de tourisme de plein air lié à des voies vertes européennes et une amélioration dans le renforcement des capacités des PME situées aux alentours afin qu'elles puissent adapter leurs services aux demandes des clients et donc devenir plus

El objetivo del proyecto de "Vías Verdes Outdoor" es la creación y promoción transnacional de producto turístico de aire libre vinculado a las Vías Verdes europeas y la mejora de las capacidades de las PYMEs localizadas en su entorno. La finalidad es que estas empresas puedan adaptar sus servicios a las demandas de los clientes y ser más

El objetivo es la creación y promoción transnacional de producto turístico de aire libre vinculado a las Vías Verdes europeas y la mejora de las capacidades de las PYMEs localizadas en su entorno. La finalidad es que estas empresas puedan adaptar sus servicios a las demandas de los clientes y ser más competitivas.



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# Greenways Outdoor - Acciones y actividades :

## Diversificar la oferta turística.

- ✓ **Catalogo europeo de product turístico vinculado a las vías verdes / ecopistas, y de servicios profesionales;**
- ✓ **Encuentros con PYMES y utilización de tutorials web;**
- ✓ **Eventos deportivos; Fam/Press trip;**
- ✓ **Encuentros publico-privado y con las partes involucradas (“stakeholders”).**

## Mejor información y Marketing

- ✓ **Participación en ferias comerciales;**
- ✓ **Workshop, visita tecnica y Fam/pres trip;**
- ✓ **10 consejos clave para el marketing y la comunicación;**
- ✓ **Visitas inversas, workshops sobre Greenways.**

## Promoción y Comunicación

- ✓ **Workshops y conferencias;**
- ✓ **Premios y campañas**
  - ✓ **Mejor product turístico;**
  - ✓ **Concurso europeo de fotos;**
- ✓ **Nueva website, orientacion a viajes;**
- ✓ **Social media.**

# “Greenways Outdoor”



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- ✓ **El Proyecto tiene que tener un impacto real en el territorio y en la competitividad de las PYMES en el entorno de las vías verdes.**
- ✓ **Implicación de las partes involucradas (imprescindible!).**
- ✓ **Cooperación publico-privada.**
- ✓ **Cooperación de :**
  - ✓ **Distintos departamentos de las Administraciones Publicas y de las**
  - ✓ **PYMES, para responder mejor a las exigencias del mercado.**

# Greenways Outdoor: 10 Socios de 5 países, Publicos y privados, coordinados por la European Greenways Association



✓ Periodo de ejecución : Junio 2015 – Noviembre 2016.

✓ Presupuesto: 320,000- €



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# “Greenways Outdoor ”



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## WP2: Diversificar la Oferta Turística

Lead partner: FFE

- Workshops
- Paquetes turísticos y Catálogo Europeo de producto turístico vinculado a vías verdes

GREENWAYS OUTDOOR



### THE OLD TRAIN STATION AT BENIFALLET & ESGAMBI: DISCOVERING THE ZAFÁN VALLEY GREENWAY

What does this offer include?	Description of the offer
<ol style="list-style-type: none"> <li>One night's accommodation for two people, with breakfast included, in the OLD BENIFALLET TRAIN STATION.</li> <li>Two days Bike Route along the Zafán Valley Greenway for two persons. Bike hire is included.</li> <li>Dinner in the old station restaurant for two persons.</li> <li>Transfers in minivan from the Benifallet station to Horta de Sant Joan and from Tortosa to the Benifallet Station.</li> </ol>	<p>Rehabilitated with accommodation and catering, the Old Benifallet Station is situated in the heart of the Zafán Valley Greenway, perfectly located for exploring this spectacular and surprising Greenway. At the same time, it is also the perfect resting place for this two days and one night proposal: <a href="http://www.estaciodebenifallet.com">www.estaciodebenifallet.com</a></p> <p>From Horta de Sant Joan to Tortosa, joining the two natural parks of Els Ports and the Ebro Delta and travelling 50km spread over two days, the Zafán Valley offers many contrasts. Through numerous tunnels descend from the highlands to find the majestic river Ebro.</p>

Coordinating company of the offer.	Marketing channel.
AMFIVIA OEM S.L./ESTACIÓ DE BENIFALLET/ESGAMBI Phone no.: 632 940 703 <a href="mailto:info@estaciodebenifallet.com">info@estaciodebenifallet.com</a>	<input type="checkbox"/> Travel agent <input type="checkbox"/> Specialized portals <input type="checkbox"/> Other:..... <input type="checkbox"/> Flash sale <input type="checkbox"/> Gift box

Prices				
Activity	Price Tariff (VAT ind.)	Activity	Commission %	Company offering activity
Accommodation + breakfast+ picnic second	46€			BENIFALLET STATION
Hire of bicycles x 2 days	30€			ESGAMBI
Dinner in Benifallet Station	24€			BENIFALLET STATION
Minivan transfers x 2	30€			ESGAMBI
<b>TOTAL</b>	<b>130€ per person</b>		<b>15%</b>	

Other conditions		
MINIMUM: 2pax Maximum 20pax Recommended ages: from 8years upwards Accident insurance & public liability included Recommended: -bring a head torch -Avoid the months of January, February & August	Duration and timing of the offer.	All year: Yes



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# “Greenways Outdoor”

## WP2: Diversificar la Oferta Turística -

- Catalogo de servicios profesionales en Vías verdes (base de datos de 1200 contactos de proveedores).

B53 Accommodation & Restaurant							
A	B	C	D	E	F	G	H
				Co-funded by the COSME programme of the European Union			
<b>VENNBahn GREENWAY (BELGIUM, LUXEMBURG, GERMANY)</b>							
ENTERPRISE	SERVICE	LOCATION	REGION / COUNTRY	ADDRESS	TELEPHONE	WEB SITE	EMAIL
13 Jugendherberge Aachen	Accommodation	Aachen	Germany	Maria-Theresia-Allee 260 D-52074	49241711010	<a href="http://www.aachen.luogenderberge.de">www.aachen.luogenderberge.de</a>	
14 Hotel-Restaurant Brunnenhof	Accommodation & Restaurant	Aachen	Germany	Schleidener Str. 132 D-52076	49240858850	<a href="http://www.brunnenhof-aachen.de">www.brunnenhof-aachen.de</a>	
15 Hotel restaurant Tychon	Accommodation & Restaurant	Eynatten	Belgium	Aachener Straße 30, B-4731	32 87 85 12 36	<a href="http://www.eastbelgium.com/unterkunft/Hotel-Restaurant-Tychon-AG-Raeren">www.eastbelgium.com/unterkunft/Hotel-Restaurant-Tychon-AG-Raeren</a>	
16 Hotel Bosten	Accommodation & Restaurant	Eupen	Belgium	Haasstraße 81, B-4700	32 87 74 08 00	<a href="http://www.eastbelgium.com/unterkunft/Best-Western-Ambassador-Hotel-Bosten-Eupen">www.eastbelgium.com/unterkunft/Best-Western-Ambassador-Hotel-Bosten-Eupen</a>	<a href="mailto:info@ambassador-bosten.be">info@ambassador-bosten.be</a>
17 Zur Buche	Accommodation	Mützenich	Germany	Im Brand 39, D-52156	49 2472 1497	<a href="http://www.vennbahnhof-zurbuche.de">www.vennbahnhof-zurbuche.de</a>	
18 Jugendherberge Monschau-Hargard	Accommodation	Monschau	Germany	Hargardsgasse 5, D-52156	49 2472 2180		<a href="mailto:monschau-hargard@jugendherberge.eu">monschau-hargard@jugendherberge.eu</a>
19 Pension Dunkel	Accommodation	Monschau	Germany	Bergstraße 47, D-52156	49 2472 3933		<a href="mailto:EU.Dunkele@online.de">EU.Dunkele@online.de</a>
20 B&B Eleganza	Accommodation	Monschau	Germany	Eschbachstraße 45, D-52156	32 475 980 890	<a href="http://www.eleganzamonschau.com">www.eleganzamonschau.com</a>	
21 Hotel Lindenhof	Accommodation & Restaurant	Monschau	Germany	Laufenstraße 77, D-52156	49 2472 41	<a href="http://www.lindenhof.de">www.lindenhof.de</a>	
22 Hotel Royal und Scholob Café	Accommodation & Restaurant	Monschau	Germany	Stadtstraße 4-6, D-52156	+49 2472 98770	<a href="http://www.hotelroyal.de">www.hotelroyal.de</a>	
23 Carat Hotel	Accommodation & Restaurant	Monschau	Germany	Laufenstr. 82, D-52156	+49 2472 860	<a href="http://www.carathotel.de">www.carathotel.de</a>	
24 Hotel Horchem	Accommodation & Restaurant	Monschau	Germany	Rurstraße 14, D-52156	+49 2472 80580	<a href="http://www.hotel-horchem.de">www.hotel-horchem.de</a>	
25 Ferienwohnung "Buch Uns"	Accommodation	Monschau	Germany	Menzerath 25, D-52156	+49 2472 3588	<a href="http://www.buch-uns.de">www.buch-uns.de</a>	
26 Hotel Hirsch	Accommodation & Restaurant	Katterberg	Germany	Monschauer Str. 7, D-52156	49 2472 2283	<a href="http://www.hotel-hirsch-eifel.de">www.hotel-hirsch-eifel.de</a>	
27 Douanehof Eifelberg	Accommodation	Leykull	Belgium	Am Breitenbach 33a, B-4750	+32 80 22 98 48	<a href="http://www.eastbelgium.com/unterkunft/BB-DouanehofEifelberg">www.eastbelgium.com/unterkunft/BB-DouanehofEifelberg</a>	<a href="mailto:info@douanehofeifelberg.be">info@douanehofeifelberg.be</a>
28 Landhauszimmer	Accommodation	Raeren	Belgium	Kreuzstraße 28, B-4730	+32 87 86 67 23	<a href="http://www.eastbelgium.com/unterkunft/BB-Landhauszimmer">www.eastbelgium.com/unterkunft/BB-Landhauszimmer</a>	<a href="mailto:hans.krottel@skynet.be">hans.krottel@skynet.be</a>
29 Gîte d'Etape des Hautes Fagnes	Accommodation	Ovifat	Belgium	Rue des Charmilles 69, B-4950	+32 80 44 46 77	<a href="http://www.eastbelgium.com/unterkunft/Gite-ovifat">http://www.eastbelgium.com/unterkunft/Gite-ovifat</a>	<a href="mailto:gite.ovifat@gtesdetape.be">gite.ovifat@gtesdetape.be</a>
30 Hotel Domaine des Hautes Fagnes	Accommodation & Restaurant	Ovifat	Belgium	Rue des Charmilles 67, B-4950	+32 80 44 69 87	<a href="http://www.eastbelgium.com/unterkunft/Hotel-Domäne-des-Hautes-Fagnes">http://www.eastbelgium.com/unterkunft/Hotel-Domäne-des-Hautes-Fagnes</a>	<a href="mailto:info@dhf.be">info@dhf.be</a>
31 Hotel-Restaurant La Chaumière	Accommodation & Restaurant	Ovifat	Belgium	Rue du Barrage 23, B-4950	+32 80 44 63 39	<a href="http://www.eastbelgium.com/unterkunft/Hotel-La-Chaumière">http://www.eastbelgium.com/unterkunft/Hotel-La-Chaumière</a>	<a href="mailto:info@chaumierediulac.be">info@chaumierediulac.be</a>
32 Hotel Lindenhof	Accommodation & Restaurant	Weywertz	Belgium	Neuer Weg 3, B-4750	+32 80 44 50 86	<a href="http://www.eastbelgium.com/unterkunft/Hotel-Lindenhof">http://www.eastbelgium.com/unterkunft/Hotel-Lindenhof</a>	<a href="mailto:a.krings@skynet.be">a.krings@skynet.be</a>
33 Auberge de Jeunesse des Hautes Fagnes	Accommodation	Malmédy	Belgium	Route d'Eupen 36, B-4960	+32 80 33 83 86	<a href="http://www.eastbelgium.com/unterkunft/Auberge-de-Jeunesse-des-Hautes-Fagnes">http://www.eastbelgium.com/unterkunft/Auberge-de-Jeunesse-des-Hautes-Fagnes</a>	<a href="mailto:info@val-arimont.be">info@val-arimont.be</a>
34 Val d'Armont Hotel Resort	Accommodation & Restaurant	Arimont	Belgium	Chemin du Val 30, B-4960	+32 80 33 07 61	<a href="http://www.eastbelgium.com/unterkunft/Val-d-Arimont">http://www.eastbelgium.com/unterkunft/Val-d-Arimont</a>	<a href="mailto:info@val-arimont.be">info@val-arimont.be</a>
35 Auberge de la Warchenne	Accommodation & Restaurant	Walmes	Belgium	Rue du Centre 20, B-4950	+32 80 67 93 63	<a href="http://www.eastbelgium.com/unterkunft/Auberge-de-la-Warchenne">http://www.eastbelgium.com/unterkunft/Auberge-de-la-Warchenne</a>	<a href="mailto:info@warchenne.be">info@warchenne.be</a>
36 La Nuit d'Or	Accommodation	Thirimont	Belgium	Rue des Hauts Sarts 17, B-4950	+32 80 67 81 31	<a href="http://www.eastbelgium.com/unterkunft/BB-La-Nuit-d-Or">http://www.eastbelgium.com/unterkunft/BB-La-Nuit-d-Or</a>	<a href="mailto:bernadette@lanuitdor.com">bernadette@lanuitdor.com</a>
37 Hotel Restaurant LE Cyrano	Accommodation & Restaurant	Walmes	Belgium	Rue de la Gare 23, B-4950	+32 80 67 99 89	<a href="http://www.eastbelgium.com/unterkunft/Hotel-Le-Cyrano">http://www.eastbelgium.com/unterkunft/Hotel-Le-Cyrano</a>	<a href="mailto:info@cyrano.be">info@cyrano.be</a>
38 Hotel HotLeu	Accommodation & Restaurant	Walmes	Belgium	Rue de Hottieux 106, B-4950	+32 80 67 97 05	<a href="http://www.eastbelgium.com/unterkunft/Hotel-HotLeu">http://www.eastbelgium.com/unterkunft/Hotel-HotLeu</a>	<a href="mailto:info@hotleu.be">info@hotleu.be</a>
39 Ferienhaus Amika	Accommodation & Restaurant	Bütgenbach	Belgium	Hinter den Lehen 1, B-4750	+32 80 44 59 45	<a href="http://www.eastbelgium.com/unterkunft/Ferienhaus-Amika">http://www.eastbelgium.com/unterkunft/Ferienhaus-Amika</a>	<a href="mailto:info@ferienhaus-amika.be">info@ferienhaus-amika.be</a>
40 Camping Worriken	Accommodation & Restaurant	Bütgenbach	Belgium	Worriken 9, B-4750	+32 80 44 69 61	<a href="http://www.eastbelgium.com/unterkunft/Camping-Worriken">http://www.eastbelgium.com/unterkunft/Camping-Worriken</a>	<a href="mailto:info@worriken.be">info@worriken.be</a>
41 Bütgenbacher Hof	Accommodation & Restaurant	Bütgenbach	Belgium	Marktplatz 6, B-4750	+32 80 44 42 12	<a href="http://www.eastbelgium.com/unterkunft/Buetgenbacher-Hof">http://www.eastbelgium.com/unterkunft/Buetgenbacher-Hof</a>	<a href="mailto:info@bhb.be">info@bhb.be</a>
42 Sporthouse Hotel	Accommodation & Restaurant	Bütgenbach	Belgium	Worriken 9, B-4750	+32 80 44 69 61	<a href="http://www.eastbelgium.com/unterkunft/Sporthouse">http://www.eastbelgium.com/unterkunft/Sporthouse</a>	<a href="mailto:info@worriken.be">info@worriken.be</a>
43 Snowview Lodge	Accommodation & Restaurant	Büllingen	Belgium	Medendorf 11, B-4760	+32 474 24 48 88	<a href="http://www.eastbelgium.com/unterkunft/Snowview-Lodge">http://www.eastbelgium.com/unterkunft/Snowview-Lodge</a>	<a href="mailto:info@snowviewlodge.be">info@snowviewlodge.be</a>
44 Begegnungsstätte St. Raphael	Accommodation & Restaurant	Montenau	Belgium	Klosterstraße 66, B-4770	+32 80 34 95 77	<a href="http://www.eastbelgium.com/unterkunft/Begegnungsstaette">http://www.eastbelgium.com/unterkunft/Begegnungsstaette</a>	<a href="mailto:info@begegnungsstaette.skynet.be">info@begegnungsstaette.skynet.be</a>
45 Camping Oos Heem	Accommodation & Restaurant	Deidenberg	Belgium	Zum Schwarzenvenn 6, B-4770	+32 80 34 97 41	<a href="http://www.eastbelgium.com/unterkunft/Camping-Oos-Heem">http://www.eastbelgium.com/unterkunft/Camping-Oos-Heem</a>	<a href="mailto:info@campingoosheem.be">info@campingoosheem.be</a>
46 Herberg de Lanterfanter Sporthotel	Accommodation	St.Vith	Belgium	Wingerscheid 1, B-4782	+32 80 39 98 77	<a href="http://www.eastbelgium.com/unterkunft/Lanterfanter">http://www.eastbelgium.com/unterkunft/Lanterfanter</a>	<a href="mailto:info@lanterfanter.be">info@lanterfanter.be</a>
47 Hotel Zum Burghof	Accommodation & Restaurant	Schönberg	Belgium	K.-F.-Schinkelstraße 11, B-4782	+32 80 54 81 59	<a href="http://www.eastbelgium.com/unterkunft/Hotel-Zum-Burghof">http://www.eastbelgium.com/unterkunft/Hotel-Zum-Burghof</a>	<a href="mailto:info@burghof.be">info@burghof.be</a>
48 Hotel Pig-Margraff	Accommodation & Restaurant	St.Vith	Belgium	Hauptstraße 7, B-4780	+32 80 22 86 63	<a href="http://www.eastbelgium.com/unterkunft/Hotel-Pig-Margraff">http://www.eastbelgium.com/unterkunft/Hotel-Pig-Margraff</a>	<a href="mailto:info@pig.be">info@pig.be</a>
49 Eifel-Ardenne Jugendherberge	Accommodation & Restaurant	St.Vith	Belgium	Rodter Straße 13a, B-4780	+32 80 22 93 31	<a href="http://www.eastbelgium.com/unterkunft/Eifel-Ardenne">http://www.eastbelgium.com/unterkunft/Eifel-Ardenne</a>	<a href="mailto:sankt-vith@vjh.be">sankt-vith@vjh.be</a>
50 Hotel Zur Post	Accommodation & Restaurant	St.Vith	Belgium	Hauptstr. 39, B-4780	+32 80 22 80 27	<a href="http://www.eastbelgium.com/unterkunft/Hotel-Zur-Post">http://www.eastbelgium.com/unterkunft/Hotel-Zur-Post</a>	<a href="mailto:info@hotelzurpost.be">info@hotelzurpost.be</a>

# “Greenways Outdoor ”



Co-funded by the COSME programme  
of the European Union

## WP2: Diversificar la Oferta Turística -

- ✓ Adaptación al mercado y mejora de la competitividad de las PYMES (reuniones y tutoriales web)



# “Greenways Outdoor”



Co-funded by the COSME programme of the European Union

## WP2: Diversificar la Oferta Turística -

### ✓ Tutoriales web

Disponible en inglés y español. Otros idiomas estarán disponibles.

European Greenways Association EGWA

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**"Greenways Outdoor" Project - Web Tutorials**

European Greenways Association EGWA • 3 videos • 9 visualizaciones • Actualizado por última vez el 15 abr. 2016

The "Greenways Outdoor" project consists of the creation and transnational promotion of an outdoor tourism product linked to European greenways.  
[www.greenwaysoutdoor.org](http://www.greenwaysoutdoor.org)  
Web Tutorials on cycle tourism in Europe and creating tourism product, based... más

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- 1 **Claves del producto turístico3** de rutaspongea 2:22
- 2 **Creando Producto Turístico2** de rutaspongea 1:56
- 3 **TURISMO EN BICICLETA EN EUROPA1** de rutaspongea 2:56

# “Greenways Outdoor”



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of the European Union

## WP2: Diversificar la Oferta Turística

- Eventos deportivos en Vías verdes
- Fam/Press trips,
- Promoción de la colaboración público –privada.



# Guía / metodología para organizar eventos deportivos de participación masiva en vías verdes.



## Greenways Marathon Guide 10 steps to organize an sporting event

Coordination meeting: Thursday 19th May 2016



### PROVISIONING

AV1 - KM6	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV2 - KM9,3	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV3 - KM15	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV4 - KM21,9	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV5 - KM25,7	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV6 - KM31,4	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV7 - KM36,4	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV8 - KM39,5	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
AV9 - KM42	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party
META	Water	Coca-Cola	Powerade	Fruit	Nuts	Dry Fruit	Gummies	Olives	Recovery Bars	Pasta Party

**30K**

AV3 - KM 2,8  
AV4 - KM 9,7  
AV5 - KM 13,5

**21K**

AV6 - KM 19,2  
AV7 - KM 24,2  
AV8 - KM 27,3

**10K**

AV5 - KM 4,6  
AV6 - KM 10  
AV7 - KM 15,3  
AV8 - KM 18,4

La organización no ofrece geles. Cada participante es responsable de su alimentación y suplementación nutricional.



# “Greenways Outdoor ”



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## WP3: Mejor información y márketing

*Lead partner: Tourismusagentur Ostbelgien*

- **Jornada** : "Greenways: atraer a nuevos clientes y vender el producto" (Bütgenbach, Belgica. 20 mayo 2016) & visita técnica
- **Guía** de buenas prácticas para la **comunicación** y el **marqueting** de **producto turístico** **vías verdes**.



# 10 consejos clave en comunicación y marketing

1. Cumplir con los requisitos esenciales de cualquier vía verde (naturales, culturales, infraestructura) y atractivo del territorio
2. Crear una imagen de marca,
3. Satisfacer las expectativas del usuario,
4. Garantizar la calidad,
5. Participar en ferias,
6. Mantener estrecho contacto con la prensa,
7. Campañas específicas de marketing,
8. Movilizar las redes sociales,
9. Poner al cliente en el centro del marketing y
10. Adaptación al mobile «responsive».

# “Greenways Outdoor”



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## WP3: Mejor información y márketing

- **Visita técnica a un vía verde de gran éxito ejemplo de desarrollo de producto y marketing (Vennbahn, Belgium).**
- **Fam trip / press trip.**

### Tourism Product

6th  
European  
Greenways  
Award-2013

#### Gîte d'Etape des Hautes Fagnes



31



Rue des Charmilles 69  
B-4950 Ovipat  
  
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



32



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



**Aumento del 20 % de pernoctaciones desde el inicio de la Vennbahn**

# Vennbahn (Belgium / Belgio)

125 km, tres paises Alemania, Bélgica y Luxemburgo

**Cooperación europea, marketing y comercialización de paquetes turísticos, clave del éxito de la Vennbahn.**

<http://www.vennbahn.eu/>





- Inversión de 14,5 mill euro;
- Dos proyectos **Interreg**;
- Integración desde el inicio del marketing, con el desarrollo de una imagen común y la comercialización de paquetes turísticos.  
Transporte de equipajes y opción e.bikes;
- **Extensa red de vías ciclistas: 850 km.**
- La Vennbahn «espina dorsal» de referencia

# “Greenways Outdoor”



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## WP3: Mejor información y márketing

✓ Participación conjunta en ferias especializadas.



### ECOPISTA DO DÃO À CONQUISTA DE NOVOS MERCADOS TURÍSTICOS

A CIM Viseu Dão Lafões, à semelhança do ano anterior, participou em mais uma edição da Feira “Fiets & Wandelbeurs”, que teve lugar em Utrecht, na Holanda.

Trata-se de uma feira direcionada para o Turismo Activo, considerada a maior e mais influente feira da Europa em produtos de *trekking* e *biking*.

Este ano, a CIM Viseu Dão Lafões marcou presença num stand conjunto com os parceiros do projeto europeu *Greenways Outdoor* [Rutas Pangea, *Ostbelgien Eifel-Ardennen*, *Vías Verdes*

- *Fundación de los Ferrocarriles Españoles e Vía Verde De La Sierra Cádiz-Sevilla*], onde elementos como o pedestrianismo e os passeios de bicicleta na *Ecopista do Dão* voltaram a ter destaque, uma vez que se tratam de atividades que contribuem para a afirmação de Viseu Dão Lafões junto do mercado Holandês.



# “Greenways Outdoor”



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## WP 4. Promoción y comunicación .

Lead: EGWA.

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

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Greenways Outdoor  
Greenways Product  
Greenways4Tour  
Naviki  
REVER

Activities  
Workshops – Conferences  
Catalogue  
Promotion & Communication  
Publications

Co-funded by the COSME programme of the European Union

Creation and transnational promotion of an outdoor tourism product linked to European Greenways

✓ Creación de una web, comunicación 2.0 y márketing.

European Greenways Association está en Facebook.

Para conectar con European Greenways Association, regístrate hoy en Facebook.

Regístrate Entrar

European Greenways Association  
Organización no gubernamental

Biografía Información

PERSONAS

★★★★★

Like Us On facebook

**Descubre los mejores recursos «on line» para ayudarte a planificar tu viaje**

**<http://www.aevv-egwa.org/travel/>**

# “Greenways Outdoor”



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## WP 4. Promozione & Comunicazione.

- Workshop's

<https://www.facebook.com/European.Greenways.Association/>

European Greenways Association  
Organización no gubernamental (ONG)

Biografía Información Fotos Opiniones Más

Buscar publicaciones en esta página

PERSONAS

★★★★★  
442 Me gusta  
4 visitas

INFORMACIÓN

C/Santa Isabel, 44 E  
Madrid,  
<http://www.aevv-egwa.org/>

FOTOS

European Greenways Association  
18 de abril a las 9:27

We are launching the European Greenways Photo Contest. Prepare your camera and dare to participate!!! #europeangreenways2016  
Read all the contest rules here: <http://www.aevv-egwa.org/photo-contest/>

Nous lançons le Concours européen « Photos sur les Voies vertes ». Préparez votre appareil photo et osez participer!!!  
<http://www.aevv-egwa.org/language/fr/concours-photo/>... Ver más

European Greenways Photo Contest  
Until June 12  
#EuropeanGreenways2016

With the special collaboration of: renfe SNCF

And the cooperation of: Via Verde, MAREA, Oostbeetjen, etc.

Photo Contest | European Greenways Association  
This contest is part of the EU funded project Greenways Outdoor.  
AEVV-EGWA.ORG

Me gusta Comentar Compartir

European Greenways Association  
2 h

The workshop "Greenways: Attracting new clients and selling the product"



## Concurso europeo de fotos

- ✓ Participantes de 11 países
- ✓ Una forma de promover las vías verdes

# “Greenways Outdoor”



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## WP 4. Promotion & communication.

European Greenways Award 2015 call for candidacies is now open- New EU funded Project Greenways Outdoor - News from members from Belgium, UK, Ireland, Spain, France, Latvia - New EGWA member -

- Notas de prensa, artículos en boletines
- Folleto del proyecto.
- Conferencia Europea *EuroVelo, Vías verdes y ciclo turismo* (14 Octubre 2016, Viena)

EUROPEAN GREENWAYS INFO  
MAY 2015



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



Take part in the 7th European Greenways Award 2015!



Greenways Outdoor will help the development and greater recognition of European greenways as excellent tools for developing sustainable and local tourism.

**Call for candidacies for the 7<sup>th</sup> European Greenways Award (deadline: Monday 22 June 2015)**

**Launch of new “Greenways Outdoor” project in 2015**

# “Greenways Outdoor”



Co-funded by the COSME programme of the European Union

## WP 4. Promozione & Comunicazione.

EUROPEAN MOBILITY WEEK  
16-22 SEPTEMBER 2016

- **Campaña en la semana europea de la movilidad.**

### Benefits of walking & cycling

Research has proven that employees who undertake sufficient physical exercise are healthier, perform better and take less sick leave each year. Activities can include to:

- Invite health insurance organisations to provide information about health benefits of physical activity, health risks and the economic costs of physical inactivity, how to integrate physical activity into one's daily routine, etc.
- Organise a discussion with doctors to highlight the negative impact of transport on health.
- Ask a hospital/doctor to offer 'health checks' (blood pressure, circulation, weight, bone mass, etc.) to encourage health awareness.
- Get sport associations to present their activities.
- Invite sport associations, businesses, schools, etc. to participate in contests, races or relays.
- Request the relevant organisations to install playgrounds encouraging physical exercise and agility amongst children.
- Ask 'health walk' groups to hold presentations encouraging walking.
- The Health Minister/deputy mayor responsible for health issues should join a 'health walk'.
- Present measures already implemented or being planned to improve the situation of pedestrians and cyclists (traffic calming, pedestrian zones, direct/extra routes or network for cyclists and pedestrians, etc.).
- Organise fitness training (in conjunction with health insurance companies).

### Greenways

A Greenway is a 'communication route 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.' (Lille Declaration, 12 September 2000)

The aim is to encourage organisations to implement Greenways and the general public to discover them.

### General awareness raising

- Organise walks/bicycle trips or picnics on existing and unofficial (with precautions) Greenways accompanied by local representatives. Various interest groups can profit from Greenways as a meeting point:
  - People with reduced mobility, the elderly, etc.
  - Artists, athletes, politicians, local personalities, etc.
  - Second-hand bikes retailers.
  - Media and journalists.
- Use a Greenway as an open-air classroom for maths, geography, local history, natural environment lessons.
- Organise a clean-up of Greenways by volunteers.

### European Greenways Day



**Incluye tu actividad en la campaña**

Difusión en la web y redes sociales





7<sup>th</sup>  
European  
Greenways  
Award - 2015



European Greenways Product Outdoor Award  
(Namur, 2015)

## 7<sup>o</sup> PREMIO EUROPEO GREENWAYS– 2015

### **PREMIO SPECIAL(\*) - PRODUCTO TURISTICO EN GREENWAYS**

(\*) This special award is part of the activities included in the **Greenways Outdoor** project, co-financed by *COSME Programme 2014. Call for proposals COS-WP2014-3-15.03. Diversifying the EU Tourism Offer and Products. Sustainable Transnational Tourism Products 2014*

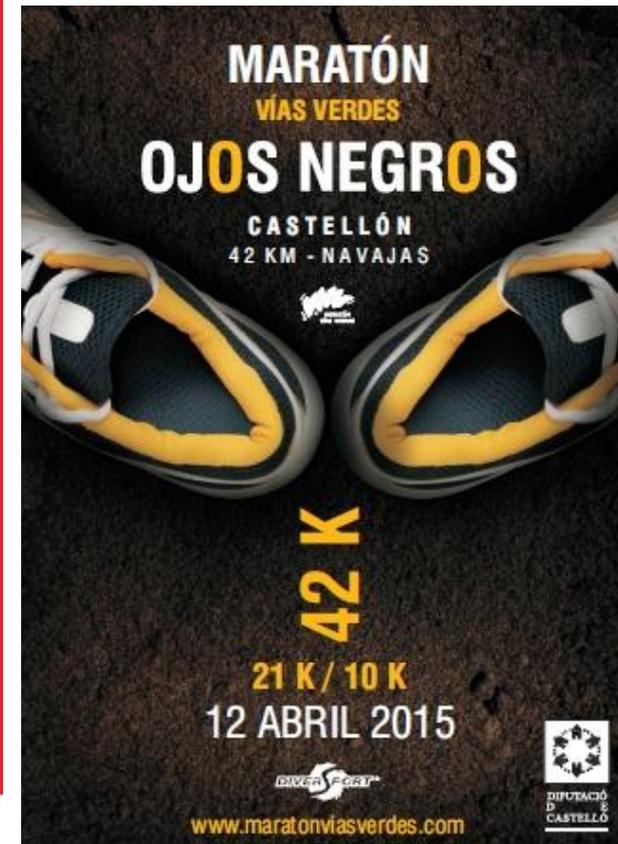
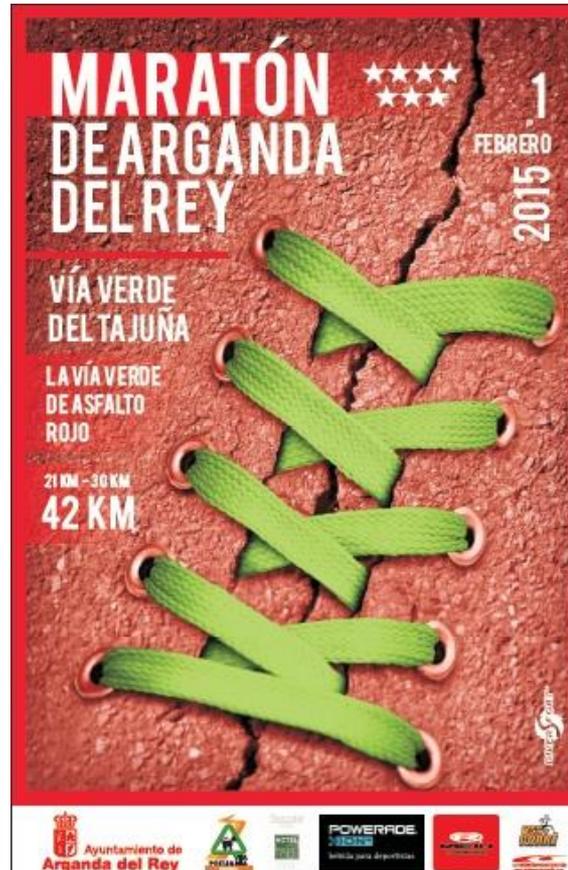


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Best Outdoor Tourism Product

Maratón Vías Verdes (MVV)/Greenways Marathon  
(Diversport SC, Spain)



# Algunas conclusiones sobre vías verdes y turismo sostenible

- Las vías verdes se extienden crecientemente en Europa
- Son una iniciativa de turismo sostenible de la Unión Europea
- La creación y promoción de las **vías verdes contribuye** de forma destacada a la **diversificación** de la **economía** en áreas rurales, atrayendo **visitantes**; también se utilizan por la **población local**.
- El **impacto económico** del turismo es **notable** en un número creciente de vías verdes.



# Algunas conclusiones sobre vías verdes y turismo sostenible

- Señalización y servicios en el entorno son imprescindibles para generar producto turístico.
- Integración de vías verdes en itinerarios más largos.
- Continuidad mas allá de los límites administrativos.
- Implicación de todos los actores públicos y privados.
- Oportunidades de financiación europea



# Greenways Outdoor creación y promoción de producto turístico europeo

✓ Hay vías verdes que ya pueden (y tienen) dar el salto a la creación de producto turístico.

Otras vías verdes aún tienen un largo camino por recorrer, pero cuentan con referencias que les sirvan de guía.

✓ **Greenways Outdoor** (y los proyectos precedentes) va a ayudar a que estas historias de éxito y las condiciones que lo han hecho posible sirvan de inspiración para emprender nuevas iniciativas de éxito en otros países europeos.

# ¿Como colaborar y beneficiarse del proyecto?

- ✓ **Utiliza el material disponible** – guía, tutoriales, presentaciones de los workshops -, te ayudarán a crear producto turístico.
- ✓ **Da a conocer tu empresa:** invinos tus productos y servicios para integrarlos en el Catalogo europeo a ([info@aevv-egwa.org](mailto:info@aevv-egwa.org) ).
- ✓ **Colabora con otras empresas** de tu ámbito para ofrecer servicios comunes.
  - ✓ Participa en las campañas organizadas en el ambito del proyecto.
  - ✓ Siguenos en FB y comparte los «posts».



# Algunas recomendaciones

- ✓ Aprovechar la participación en ferias de las cámaras municipales, “región” ...para difundir vuestros mapas y folletos.
- ✓ Colaboración público-público: las distintas administraciones en el territorio – municipal, comarcal-reginal deben llevar a cabo una acción conjunta y coordinada.

**Muito obrigada pela sua atenção!**



**[www.aevv-egwa.org](http://www.aevv-egwa.org)**  
**[www.greenwaysoutdoor.org](http://www.greenwaysoutdoor.org)**

# European Greenways Award 2015



ASSOCIATION EUROPÉENNE DES VOIES VERTES  
EUROPEAN GREENWAYS ASSOCIATION  
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## ¡Disfruta de las ecopistas!

## ¡Unete a la EGWA!