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

Call: COS-TSUST-2014-3-15

“Greenways Outdoor” Best practices on Greenways” how to develop tourism product around greenways?

Workshop Namur (Belgium) 15 October, 2015 with the cooperation of :



Mercedes Muñoz –
EGWA director
direction@aevv-egwa.org -
www.aevv-egwa.org

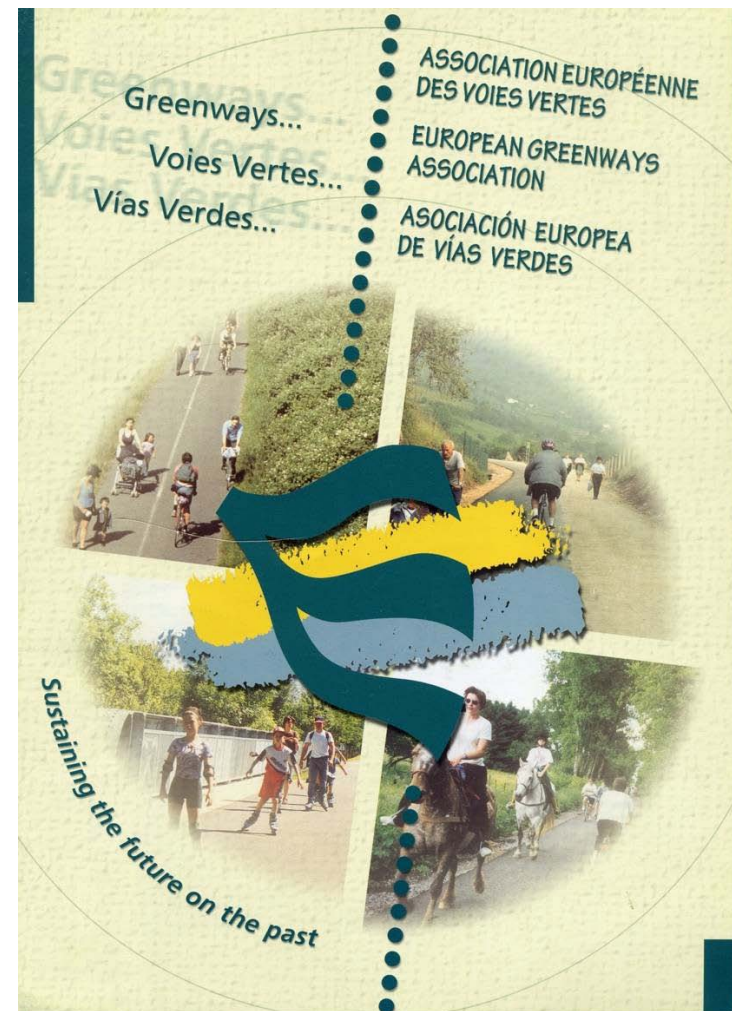


In 1998 the European Greenways Association (EGWA) was created in Namur (Wallonia, Belgium)

Objectives: inventory, encouraging the creation and promotion of Greenways in Europe.

Secretariat and executive seat in Madrid (Spain).

51 members from 16 countries



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 ; 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-ONOVO; 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.

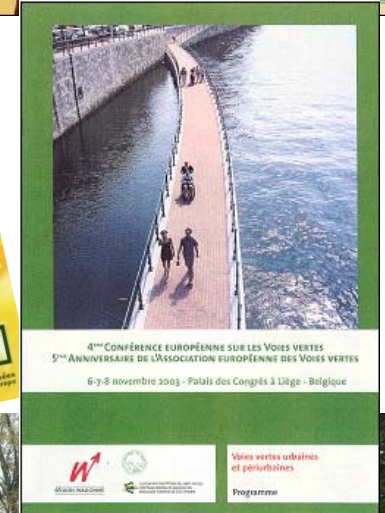
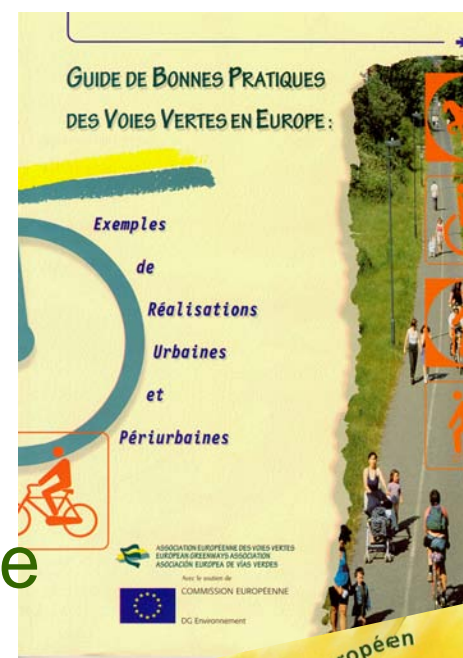


Honorary members: **BELGIUM**: SNCB-HOLDING - **SPAIN**: ADMINISTRADOR DE INFRAESTRUCTURAS FERROVIARIAS (ADIF); MINISTERIO DE MEDIO AMBIENTE Y MEDIO RURAL Y MARINO; **USA**: RAILS TO TRAILS CONSERVANCY (RTC).

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)
- information exchange, initiatives diffusion, networking, cooperation, advise, **lobbying**, (...)



Biennaly: European Greenways Awards

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



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

6th
European
Greenways
Award-2013





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7th
European
Greenways
Award - 2015



Wallonie



“Greenways Outdoor ”

Objectives:

- The creation and transnational promotion of an **outdoor tourism product** linked to European greenways



and

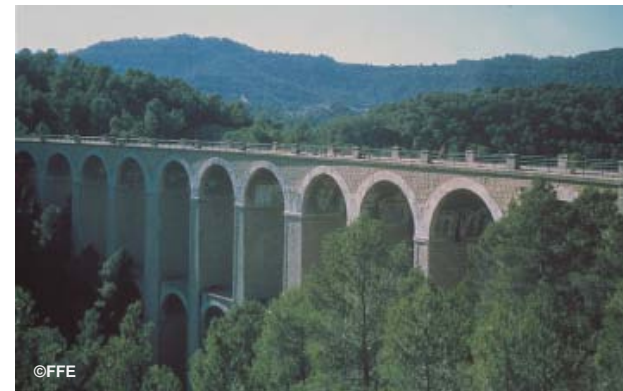
the **improvement** of the **capacity building of SMEs** located in their vicinity, so that they can tailor their services to the demands of customers and so become more **competitive**.



“Greenways Outdoor ” - The project is about :

The project is about the **creation and transnational promotion of an outdoor tourism product linked to European greenways**, and on the **improvement of the capacity building of SMEs** located in their vicinity, so that they can tailor their services to the demands of customers and so **become more competitive**.

Greenways are independent **car-free routes**, mainly using **disused railways and canal towpaths**. **Safe, accessible and very attractive**, they give easy access to areas of outstanding natural beauty (e.g. in mountainous areas, by way of tunnels and viaducts).



Objectives:

- The creation and transnational promotion of an **outdoor tourism product** linked to European greenways



and

the **improvement** of the **capacity building of SMEs** located in their vicinity, so that they can tailor their services to the demands of customers and so become more **competitive.**



Implementation

WP1: Management/Coordination

Lead: EGWA

- The organization of the project and its management help ensure that the **project is properly performed** and **meets the objectives** set for it.
- **Any problems** that might arise may be **resolved promptly**.
- To encourage **collaboration between all team members** to achieve **the best outcomes possible**.



WP2: Diversify Tourism Offer

Lead: FFE

To diversify the supply of the European greenways tourism offer; to improve the capacity of SMEs to realize the potential of greenways, and to strengthen public-private cooperation:

- aimed basically at SMEs,
- organization of specific sporting activities to capture new customers,
- strengthening the public-private partnership.



WP3: Better information & marketing

Lead: Tourismusagentur Ostbelgien

Marketing in new markets and communication; attracting new clients and selling the product:

- offering better information to greenway tourists; includes a best practices guide for communication,
- joint participation in specialized fairs and greenways outdoor marketplace and/or roadshows with tour operators. Fam trip's.

WP 4. Promotion & communication

Lead: EGWA.

- To achieve the maximum international promotion/dissemination/communication of the project and of the greenways as a way of developing a tourism product. To find out about relevant examples of greenways and foster the best practices.



The project will result in the:

- Creation of special **tourism outdoor packages**
- European **catalogue of “Greenways Outdoor”** tourism products
- **Catalogue of professional services and equipment around greenways”**
- **Mass participation events** (e.g. marathons, cycle tours, Nordic walking, for all) to **attract new customers.**



The project will result in the:

- **Promotion** on a pan-European scale (workshops, conferences, participation in specialized fairs, web page, blog, press trips);
- European **greenways outdoor award** and European **photo competition**;
- Enhanced the **competitiveness** of the **SMS'e** related to greenways tourism;
- Encouraged **Public-private collaboration**.



10 partners from 5 countries: Spain, Latvia, Portugal, Italy and Belgium

- ASSOCIATION EUROPEENNE DES VOIES VERTES AISBL- EUROPEAN GREENWAYS ASOCIACION (EGWA) (Belgium - European scope) Lead partner/coordinator:
- FUNDACIÓN FERROCARRILES ESPAÑOLES (Spain),
- VIDZEMES TURISMA ASOCIACIJA (Latvia),
- PANGEA EDUCACION Y DEPORTE EN LA NATURALEZA SL (Spain),
- COMUNIDADE INTERMUNICIPAL VISEU DAO LAFOES (Portugal),
- GRUPPO DI AZIONE LOCALE POLESINE DELTA DEL PO - ROVIGO (Italy),
- FUNDACION VIA VERDE DE LA SIERRA (Spain),
- TOURISMUSAGENTUR OSTBELGIEN (Belgium),
- DIVERSPORT EMPRESA DE SERVEIS ESPORTIUS SC (Spain),
- SERVICIOS DEPORTIVOS, CULTURALES Y DE ANIMACION DXOCIO SL (Spain).

How collaborate?

Helping us to broadcast this project and Greenways concept amongst your members and network.

Keeping us informed or putting us in contact with organisations interested in promoting their Greenways.

Including examples of Greenways projects in your seminars and conferences as infrastructures favouring sustainable tourism

What do we offer?

Reciprocity – assistance in broadcasting your Project in those aspects relevant to Greenways

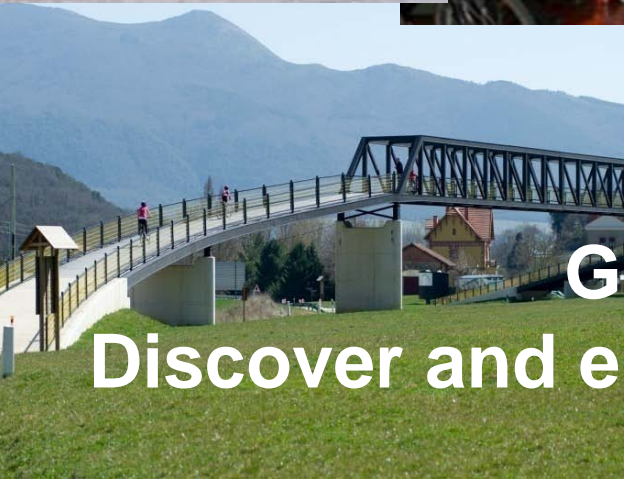




Thanks for your attention!



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Greenways:
Discover and enjoy a different Europe!!

