



Final Conference Dikli 5 September 2019

KRIS ROCKELÉ
PROVINCE OF ANTWERP (BE)



UNIVERSITÀ
DEGLI STUDI
DI MILANO



Co-funded by the COSME programme
of the European Union



Greenways in Belgium

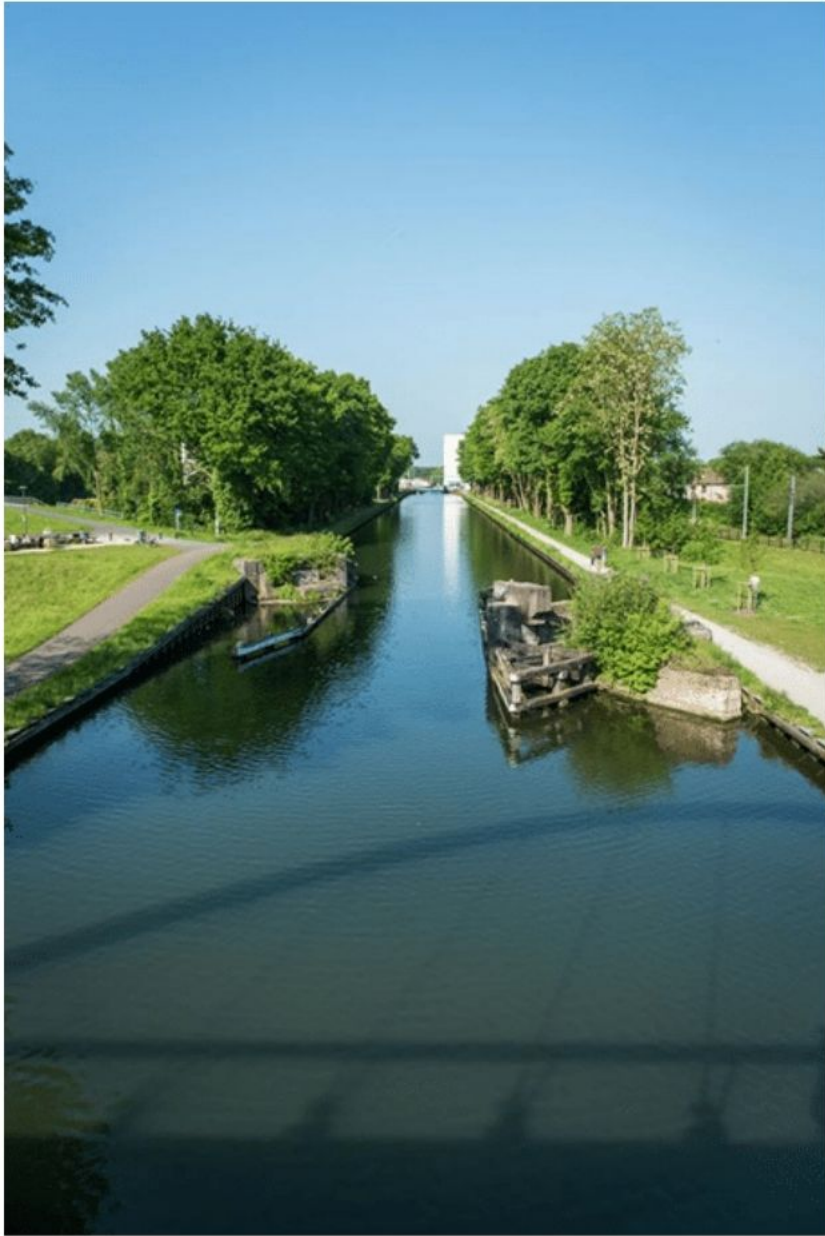
Wallonia: 1427 km
(50% old railways)

Flanders: 900 km
(20% old railways)



In Flanders we have more greenways on towpaths than on abandoned railways





Turnhout, Belgium

Greenways along rivers and canals need bridges for safe cycling/walking connections with the backland: it means expensive investments.





Greenways between flourishing cities +
boat bike tours
= improving the experience



Bels Lijntje : populair greenway (32km)
between Belgium and the Netherlands on a disused railway



Cyclists from the Netherlands frequently use Bels Lijntje as a green transit route for their journey to Flanders (B), Wallonia (B) and France





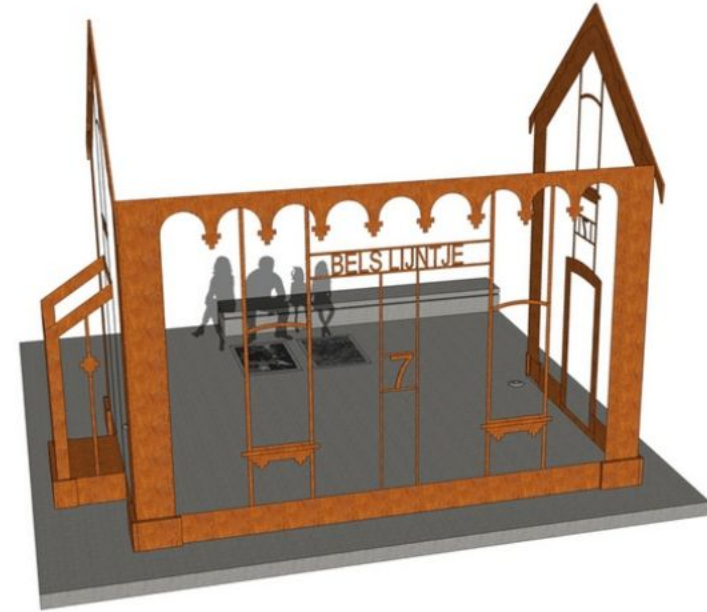
Belgium and
The Netherlands
have a popular
cycling node network:
France is following



Discover cultural heritage along Bels Lijntje by reconstructing landmarks of the railroad past



Redesign Bels Lijntje



Former railway house in corten steel



Bar at the start of greenway Bels Lijntje in Tilburg (NL).

Belgium's beer culture is UNESCO - Intangible Cultural Heritage of Humanity



Involve SMEs in your actions:
they invest in greenways if there is a
payback effect.

+

Heritage lovers are big spenders.




Greenways Heritage




Co-funded by the COSME programme
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Development and Promotion of a Transnational Cultural Tourism Product
Linked to Greenways and UNESCO Cultural Sites



 Greenways + outstanding
cultural sites
although
no joint promotion

 Link Greenways – UNESCO
Still weak today



Tourism product combining



Greenways
&



UNESCO sites located
nearby

To create very attractive
cycle routes and to attract
more tourists.



Greenways Heritage – Actions and Events



Tourism Product

Lead: FFE

- Product development
- Improving competitiveness of SME's



Information, Knowledge, Experience in CCI

Lead: Milan University

- Use of CCI at UNESCO sites and greenways
- Special activity: [virtual tour in 3D/AR/VR](#)
- New technologies



Promotion & Communication

Lead: EGWA

- Workshops & conferences
- Valorization strategy
- Campaigns
- Special award innovative actions
- Declaration for UNESCO & greenways

Communication is key to convince SME's to invest capital along greenways: creation of win-win situation.





Opportunities

For Entities not Participating in the Project



Integrate your greenways



Create your Greenways + UNESCO tourist packages



Contribute to the best practices in innovation



Participate in the special European Greenways Award

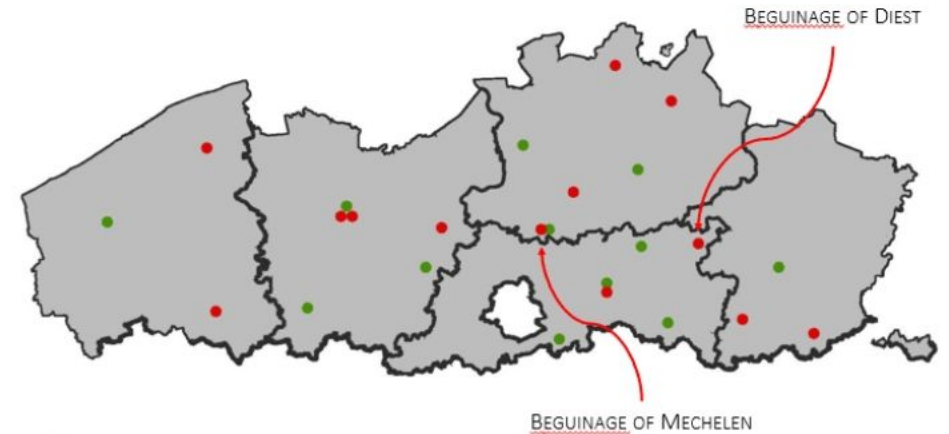


The GIS will update the AEVV-EGWA and other greenways, not connected with UNESCO sites

The importance of Greenways Heritage for 13 UNESCO World Heritage Beguinages in Flanders



Flanders: beguines and beguinages



- UNESCO BEGUINAGES (13)
- NON-UNESCO BEGUINAGES

Beguinaage of Mechelen



Beguinaage of Diest



The UNESCO beguinage of Mechelen + hotel-brewery Het Anker (SME) inside the protected area

16th-17th century: church & houses



The Beguinage of Diest

17th-18th Century: Most Beguinage Houses



Flemish Beguines & Beguinages

- Beguines = unmarried or widowed women
- Spiritual life
- Material needs

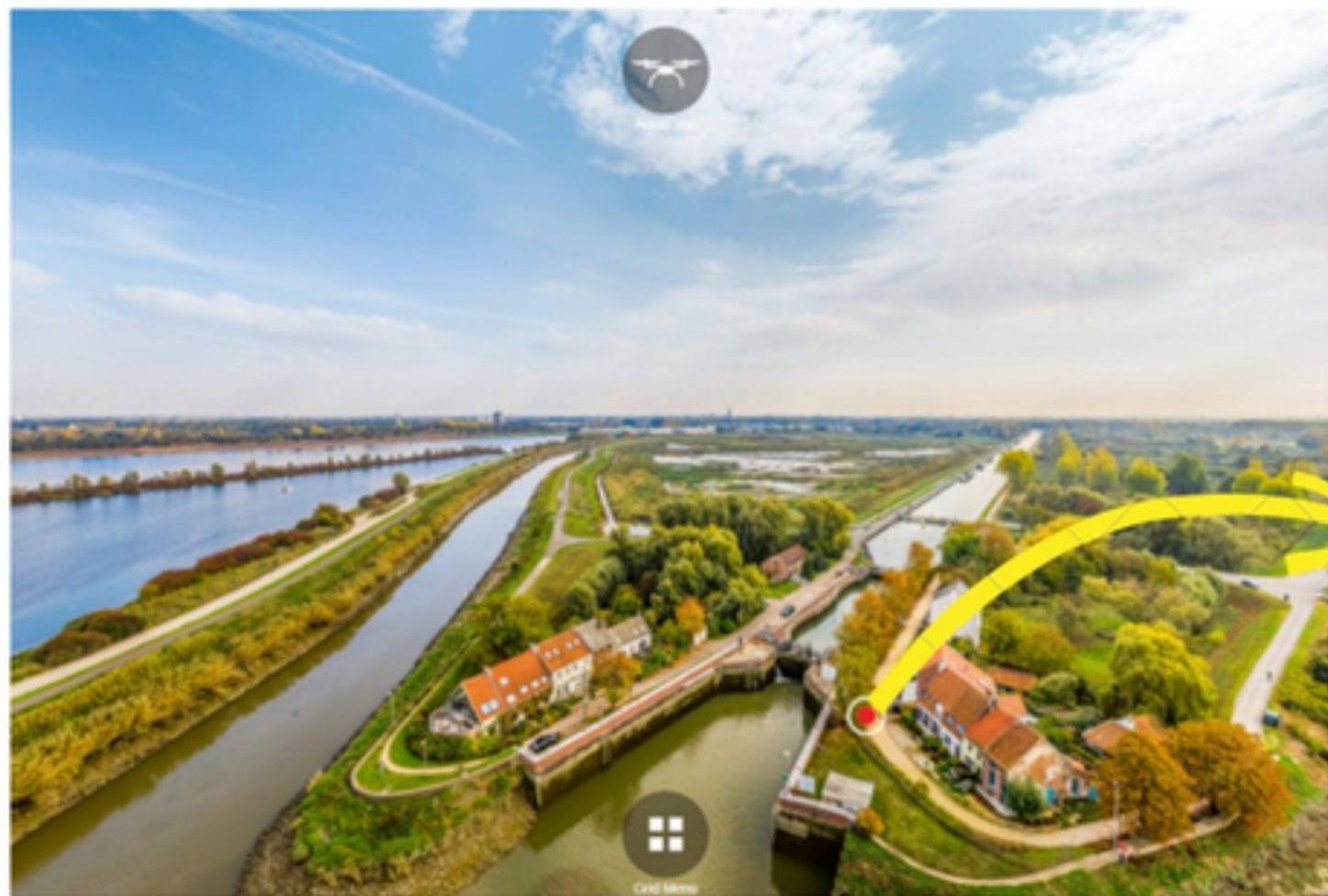
Beguinage of Diest
known for education of children





Introducing New Technologies on Cultural UNESCO Sites and Greenways

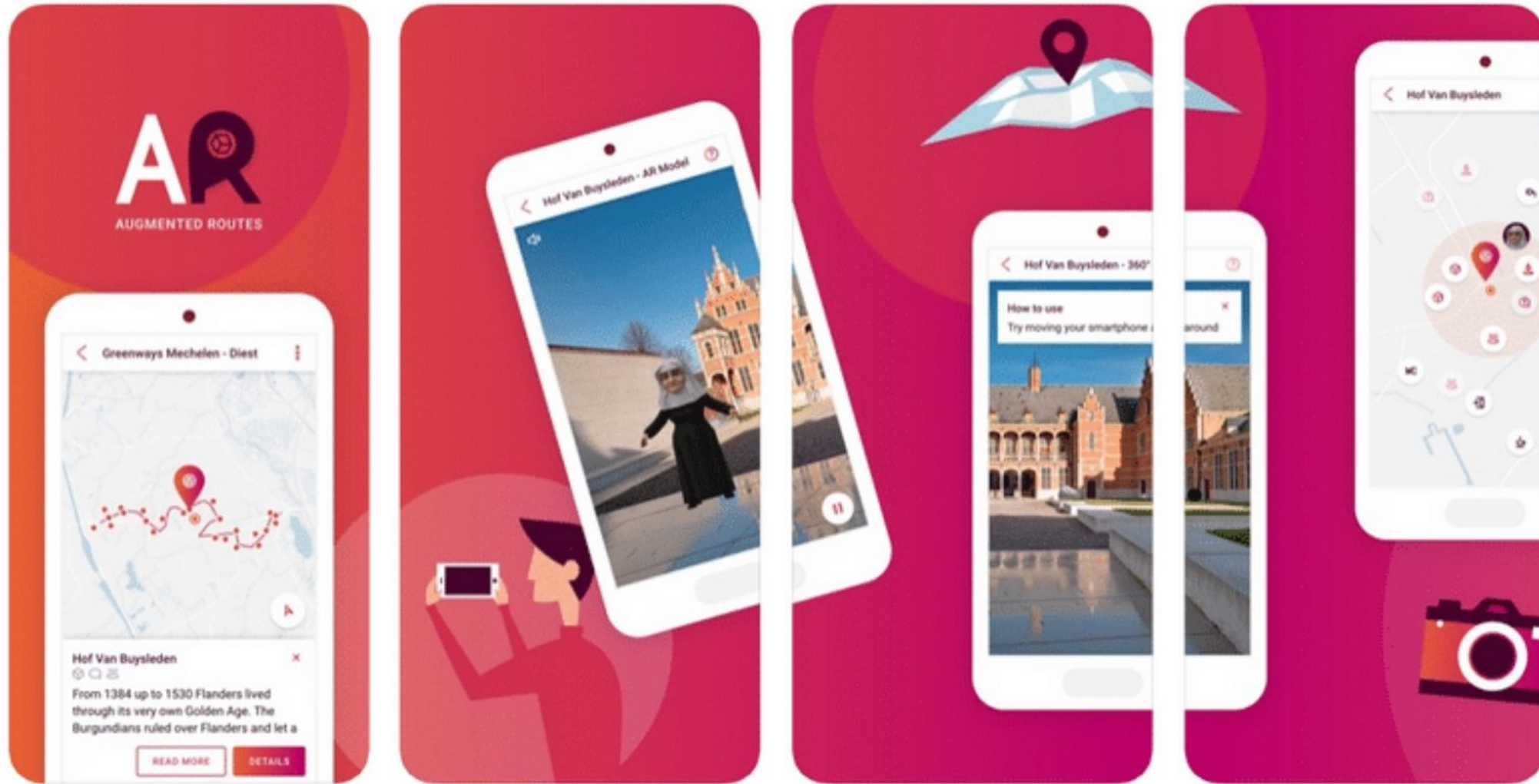
Zennegat, Belgium



- VR
- AR
- 360°



Augmented Routes: work in progress



<https://mechelen-diest.augmentedroutes.com/>



Thank You!
Dikli
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