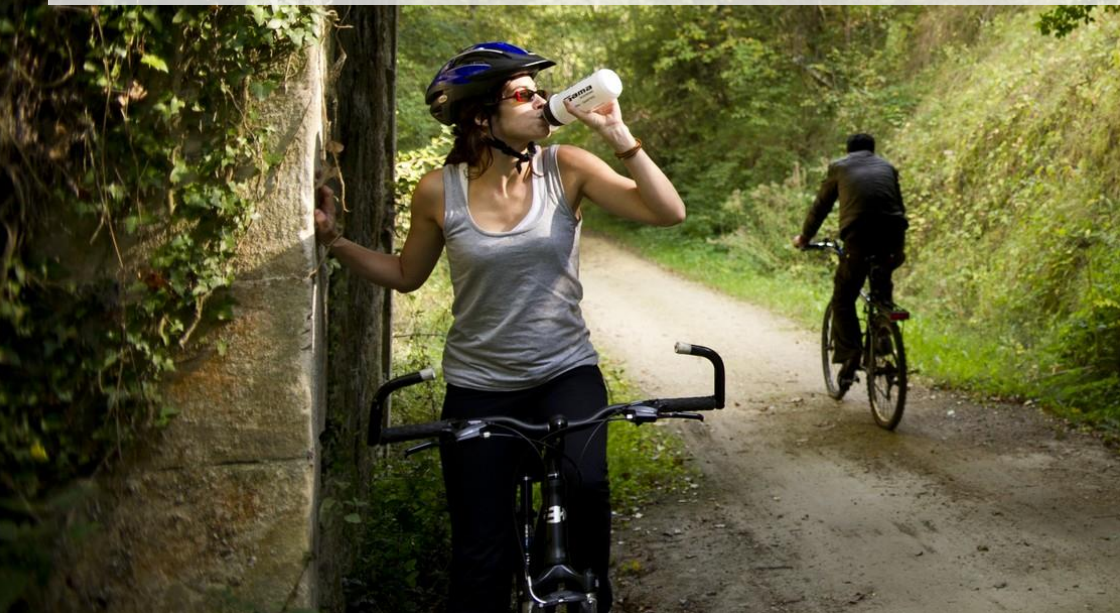




Greenways a European Initiative



Mercedes Muñoz,
European Greenways Association,
Director - direction@aevv-egwa.org
www.aevv-egwa.org



European Greenways Association

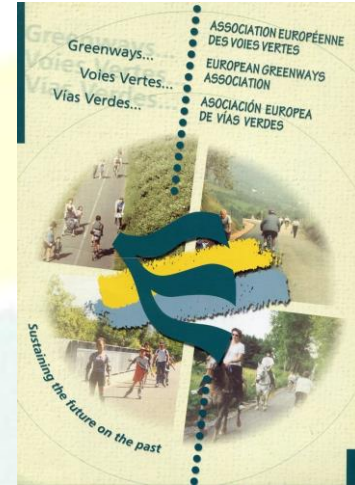
EGWA was created in 1998 in
Namur (Wallonia, Belgium).

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

> 50 members from 16
countries

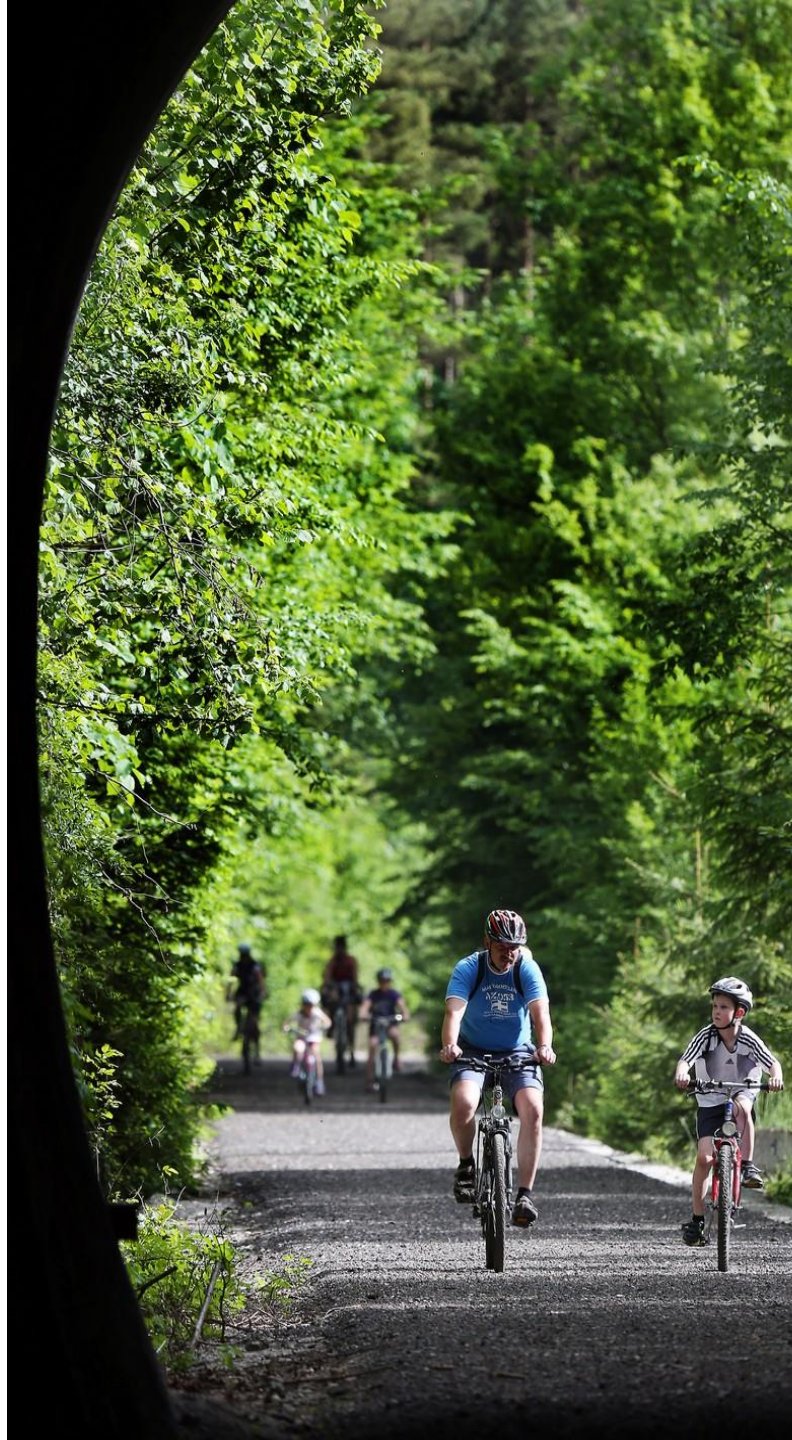
Secretariat and executive seat
in Madrid (Spain).

EGWA MEMBERS



Greenways

- **Independent non-motorized routes, mainly using disused railways and canal towpaths.**
- **Safe, accessible and very attractive**
- **Easy access to areas of outstanding natural beauty (e.g. mountainous areas, by way of tunnels and viaducts).**



**Whatever your age or physical condition.
With family, friends or individually:
greenways offer great facilities for cycling
and hiking safely, all year round.**



Greenways: an asset for sustainable tourism

Gradients less than 3 %, rectilinear tracks, wide curves.

Exceptional and respectful access to nature, due to the use of preexisting infrastructures integrated into the landscape allowing movement around the countryside, offering enjoyment of the culture and history of Europe.



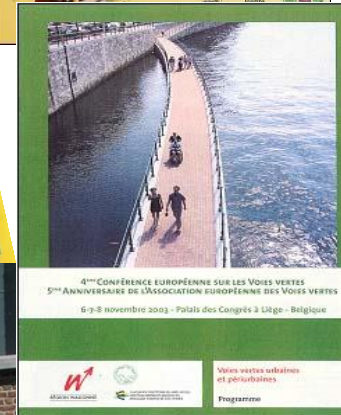
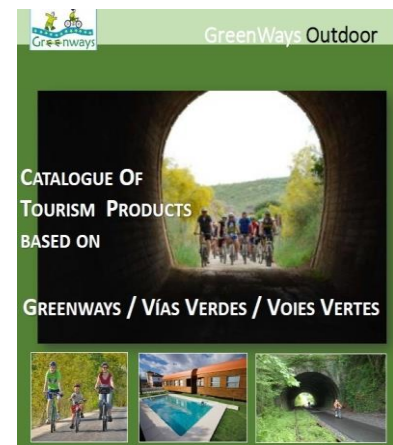
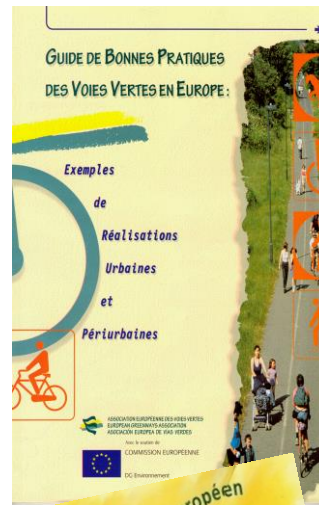
Greenways: great infrastructure for cycle tourism



Upward trend in cycling tourism

What EGWA does?

- Awards
- Conferences
- Observatory
- Greenways Day / European Mobility Week
- Best Practices Guides,
- European projects
- information exchange, 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.

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



8th
European
Greenways
Award - 2017

Limerick
CITY & COUNTY
COUNCIL

Consolidation of the greenways concept and its expansion throughout Europe

Greenways are a European initiative



EGWA Projects

- **REVER AMNO/MED** (1999-2001/2002-2004): creation of a transnational, traffic-free European Greenways Network (REseau Vert Européen, REVER).



- **Greenways4Tour** (2011-2012): promote sustainable tourism through the greenway network. Creation of the **European Greenway observatory** (EGWO)



- **NAVIKI**: (2013-15) Cycle route planner.



- **Greenways Outdoor** (2015-2016): diversify European Tourism offer by generating new products relating to greenways and capitalizing on existing ones.



EGWA Projects

- **Greenways4ALL** (2016-2017): Improve accessibility to and around greenways in order to enhance the quality of the tourism supply aimed at persons with disability.
- **Greenways Heritage** (2018-2019) Join promotion of Greenways and Unesco sites, as common destinations.
- **OurWay** (2018 -) “PreservatiOn and Promotion of cUltural and natural heRitage through GreenWAYS”.



Collaboration with European institutions



Awards



EU Funded projects





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



Co-funded by the COSME programme
of the European Union

Greenways HERITAGE

Greenways + UNESCO

2018-2019



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



Provincie
Antwerpen



UNIVERSITÀ
DEGLI STUDI
DI MILANO



MECHELEN



Comunidade
Intermunicipal
do Ave





Greenways HERITAGE



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

Lead: EGWA



2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

**We encourage
you to subscribe
it!!**

Greenways HERITAGE

Guimarães Declaration

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

Available on the EGWA website

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



Co-funded by the COSME programme
of the European Union

Greenways HERITAGE



HOME ABOUT EGWA GREENWAYS NEWS PROJECTS AWARDS TRIP IDEAS PHOTO CONTEST MOBILITY WEEK



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.



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



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

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**
- Period: 30 months -1st phase + 20 months - 2nd phase.
From JUNE 2018

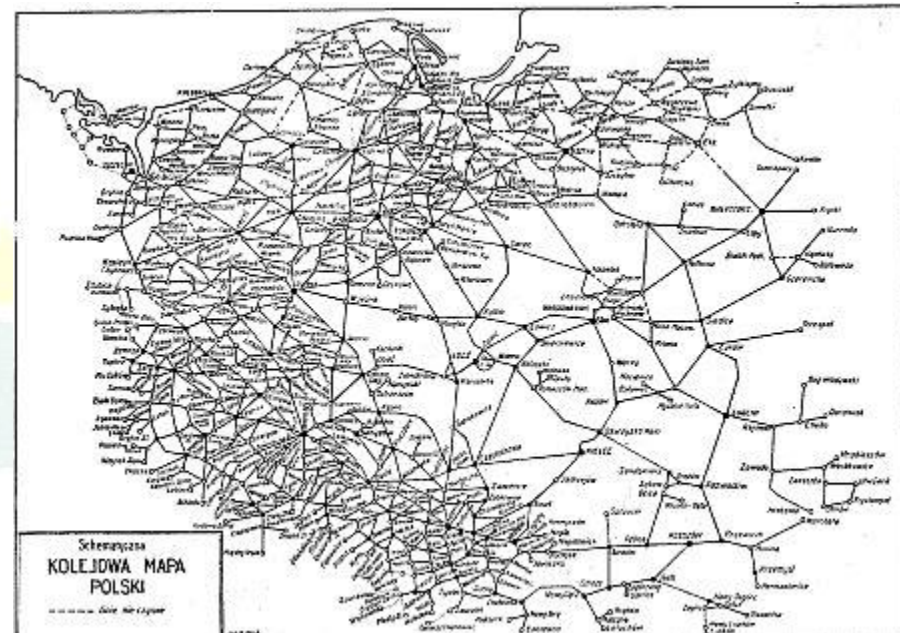
Expected impact :

- ✓ 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

Greenways in Poland...

High potential

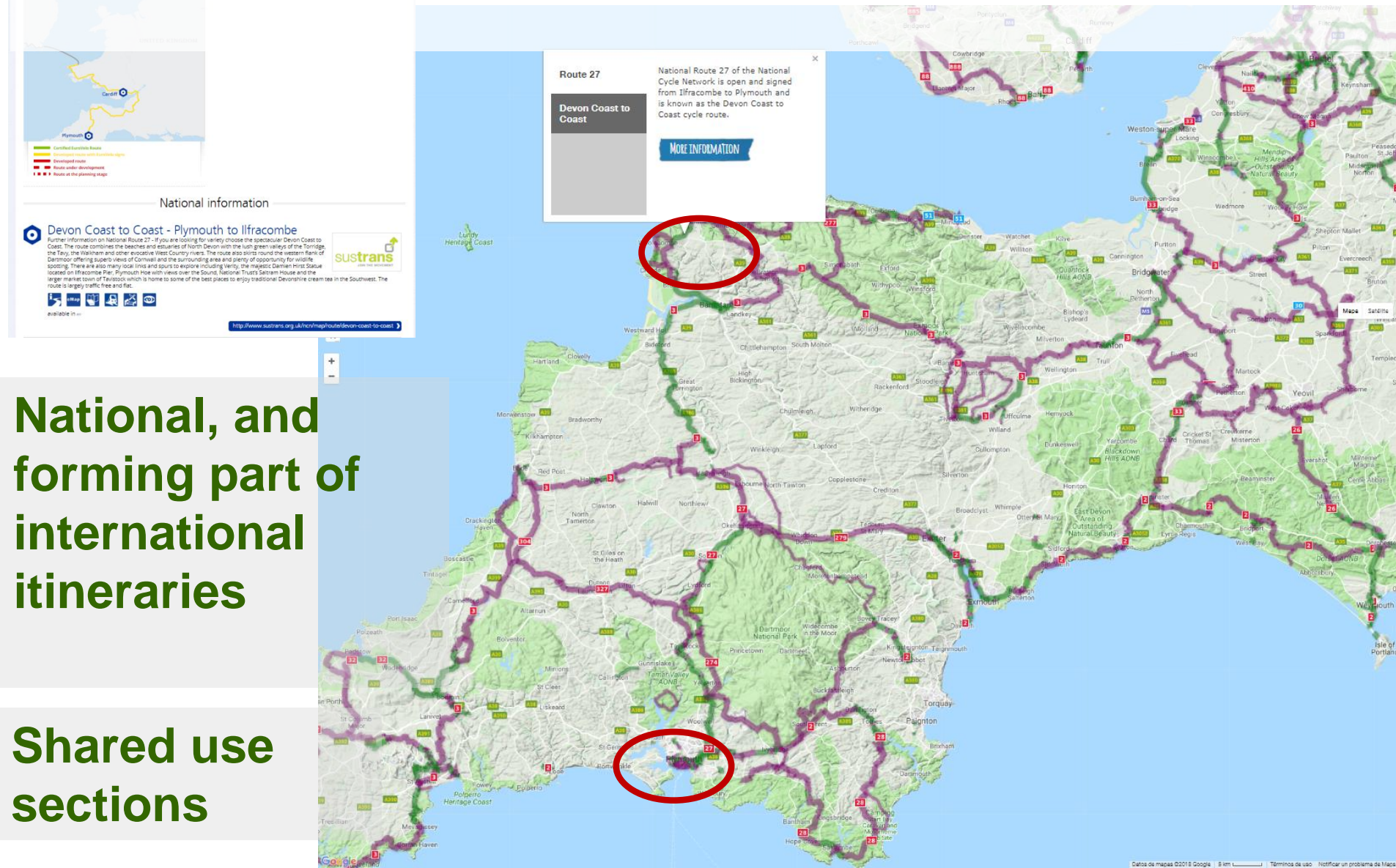




Some key trends in European Greenways.



Greenways integrated in long-distance itineraries



Vennbahn (Germany, Belgium and Luxembourg)

125 KM - 3 countries



1st Prize Excellence

- Long distance itineraries
- Name / brand
- Detailed information thinking in the user.



6e Prix



européen des Voies Vertes 2013

SPECIAL AWARD

TOURISM PRODUCT IN GREENWAYS



Vennbahn (Belgique)



European cooperation, marketing and commercialization of tourist packages, keys to the success of the Vennbahn.



www.vennbahn.eu/

Services along the route



Electric bike

**Clear upwards trend
Plan charging points**



Continuous Signposting



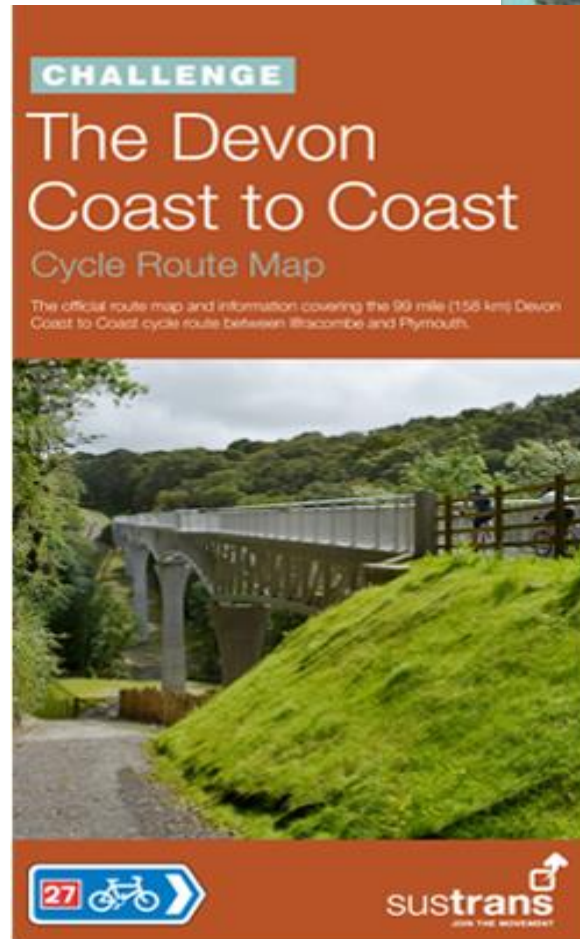
Improvement of difficult sections

New bridges for cyclists and pedestrians.



Guides and maps

- ✓ With detailed **cartography** in difficult points.
- ✓ Special attention to starting and ending points of the route, and accesses to towns.
- ✓ Be aware! **The language is not always known.**



National scheme of cycle routes and greenways in France

23.300 Km
68% realised

EuroVelo

- Ouvert
- Non ouvert

Schéma National VVV

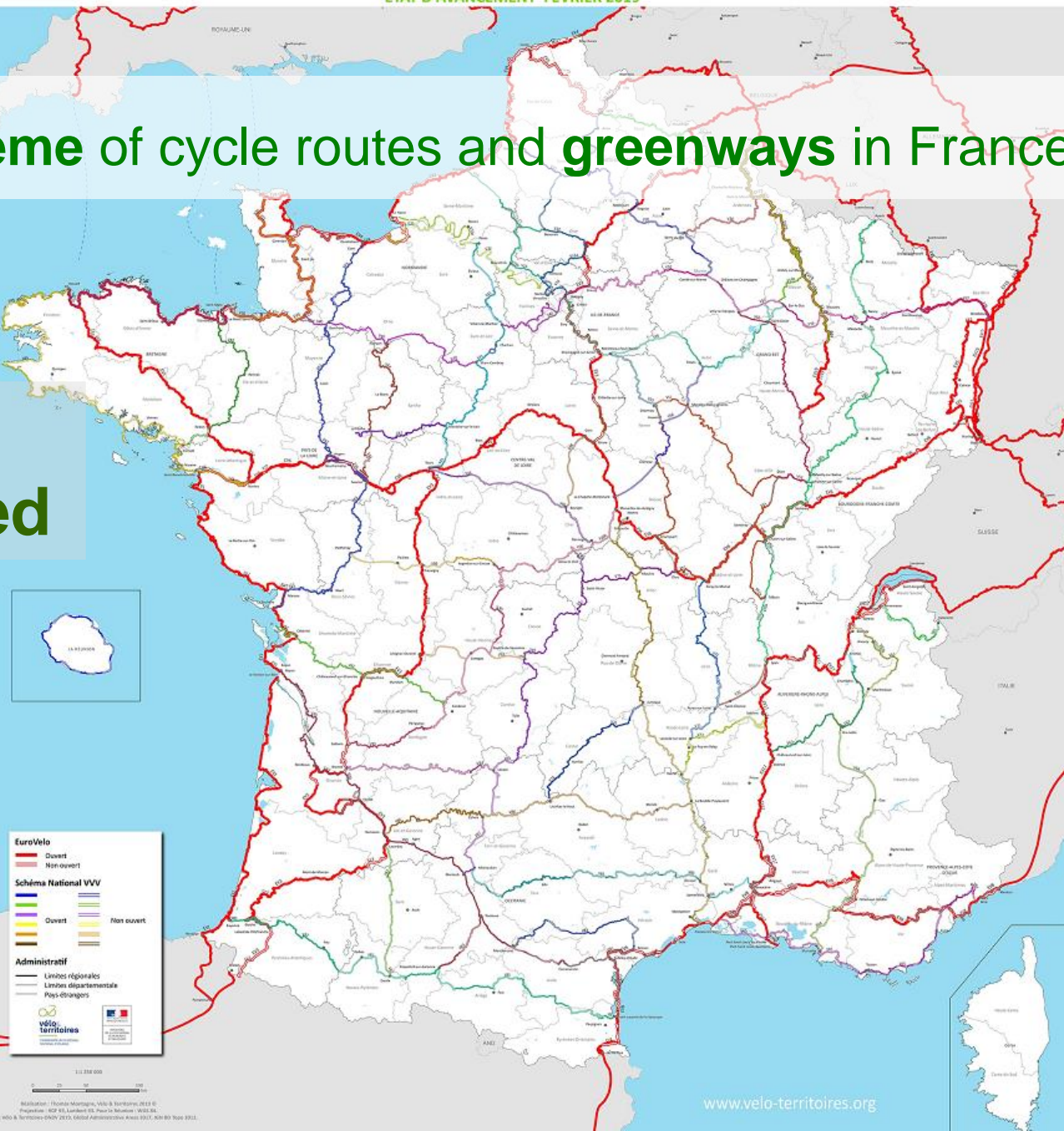
- Ouvert
- Non ouvert
- Ouvert
- Non ouvert
- Ouvert
- Non ouvert
- Ouvert
- Non ouvert
- Ouvert
- Non ouvert

Administratif

- Limites régionales
- Limites départementale
- Pays étrangers

vélo & territoires
COORDINATEUR DU RÉSEAU NATIONAL CYCLABLE

MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE ET SOLIDAIRE



France Veloturisme

FRANCEVELOTOURISME.COM

SOMMAIRE
Une offre à la carte, un site de référence
La marque accueil Vélo
17 itinéraires
6 destinations
Marché du tourisme à vélo
L'association France vélo tourisme



➤ **Public – private cooperation.**

Pédalez selon vos envies

Toutes les difficultés ▼

Toutes les difficultés

Je débute / En famille

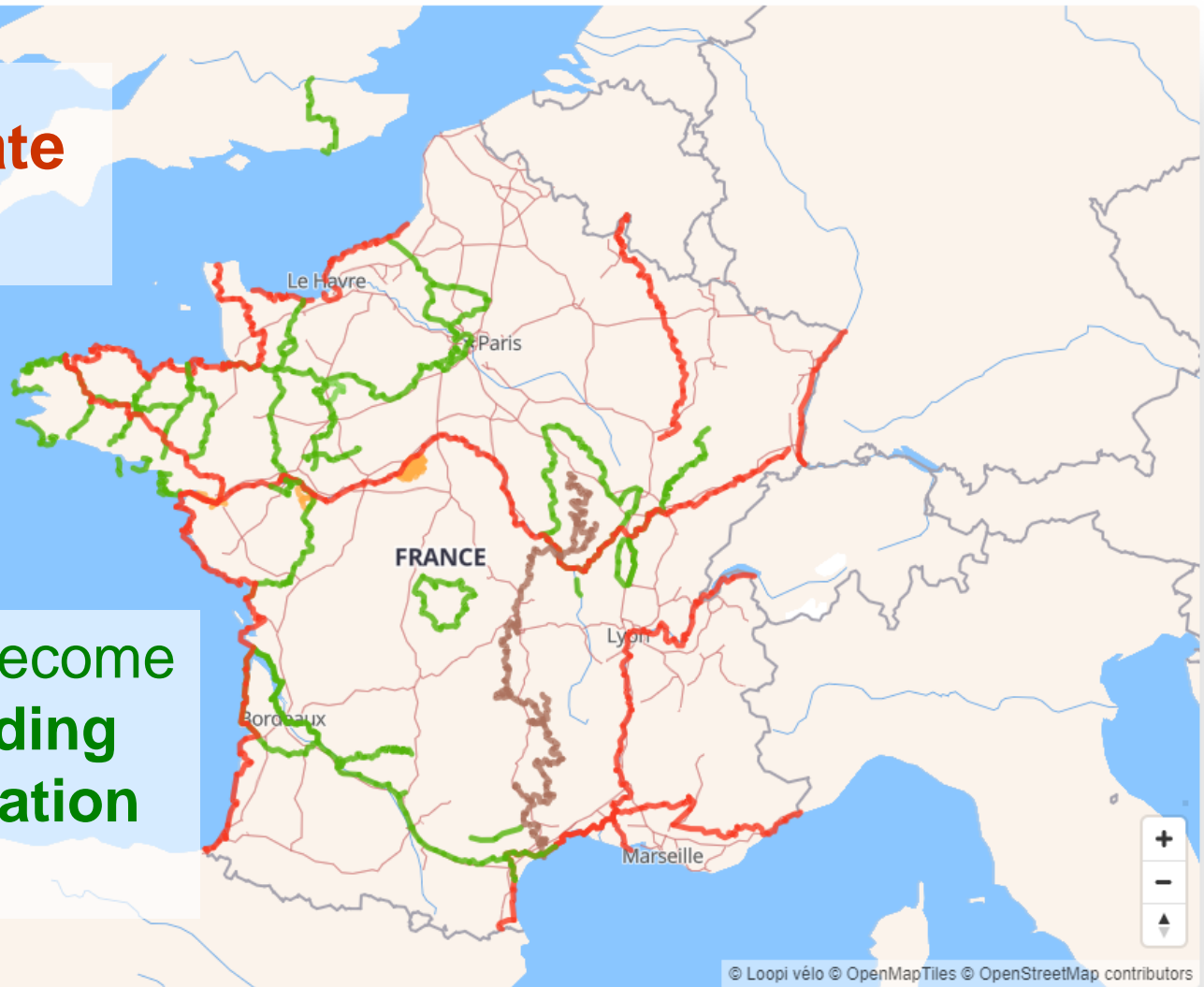
J'ai l'habitude

Je suis expert

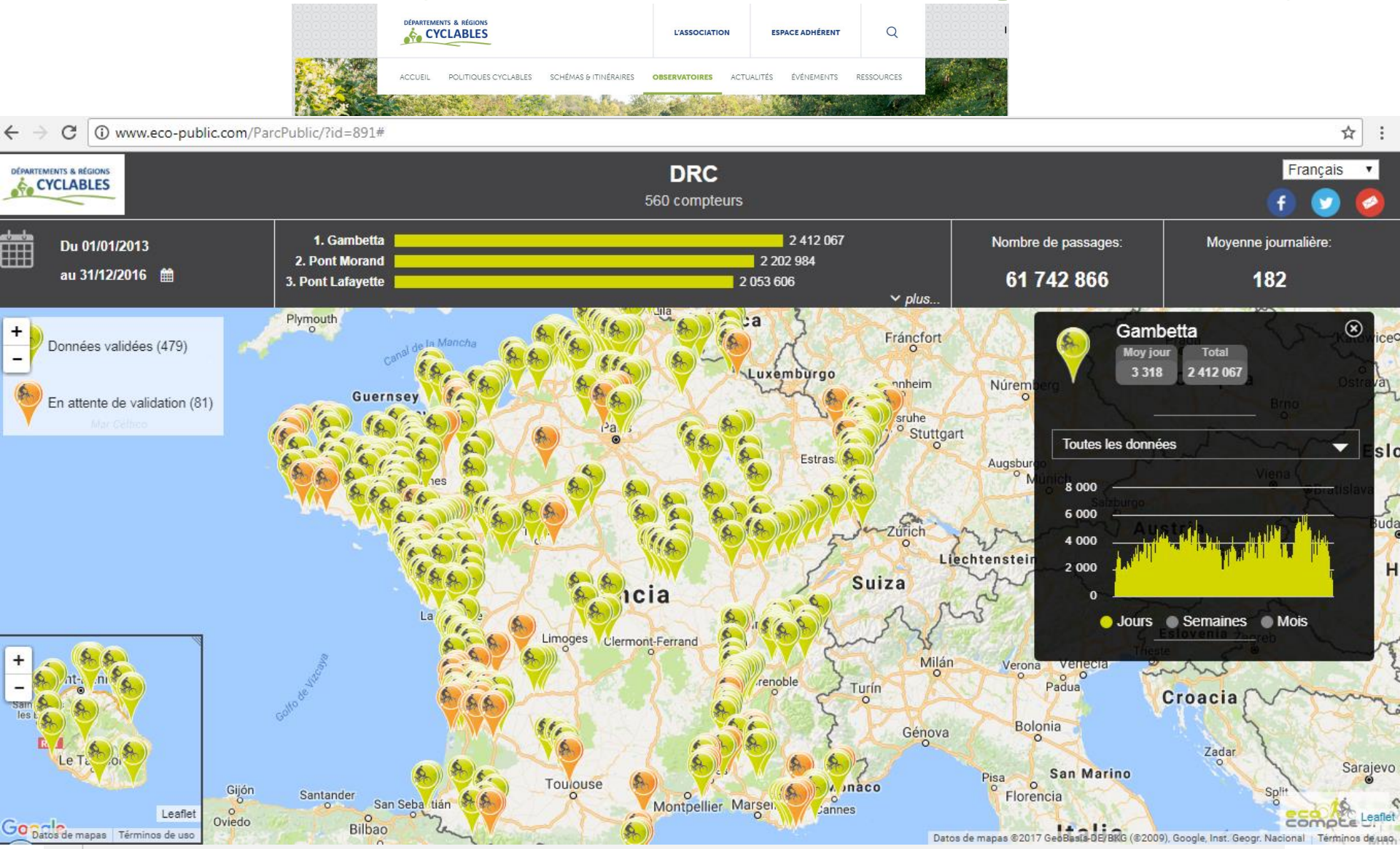
VTT

TROUVER MON PARCOURS IDÉAL

➤ **Objective: To become the world's leading tourism destination for cycling.**



The National platform for monitoring users' of cycle routes and greenways



Financing



An interregional cooperation project for improving natural and cultural heritage policies.

Project Partners

Murcia Region Institute of Tourism (ES)
European Greenways Association (EGWA) (BE)
Chamber of Commerce and Industry-Vratsa (BG)
Departmental Council of Hérault (FR)
Hajdú-Bihar County Government (HU)
Northern and Western Regional Assembly (former BMW Region) (IE)
Podkarpackie Region (PL)

➤ Actions related to **tourism (and greenways)** have to be included in the **Regional Strategies and Operational Programme**, so that they can be later financed by European funds, **otherwise they will not be eligible.**

➤ If they are not included, there will be no possibility to request funding for supporting these tourism projects at a later stage (2014-2020) - (2021-2027).



European Union
European Regional
Development Fund

Latvia



Latvia/Estonia



Interreg
Estonia-Latvia
European Regional Development Fund



✓ **EU funds opportunities for tourism and greenways**

2018

Period: 01.03.2017 - 30.04.2019

Budget: 1 174 938 € , 85% (~ 1 Mill €)

Full route ~ 700 km

Abandoned narrow gauge railway ~ 315 km



The future is in what we do now

➤ Very successful greenways that started 20 years ago...

1er Prix Européen des Voies Vertes 2003

PREMIER PRIX

La Voie Verte de Cluny à Givry (France)

44 km

<http://www.cluny-tourisme.com>

1er Prix Européen des Voies Vertes 2003

2^e AWARD

Girona greenways

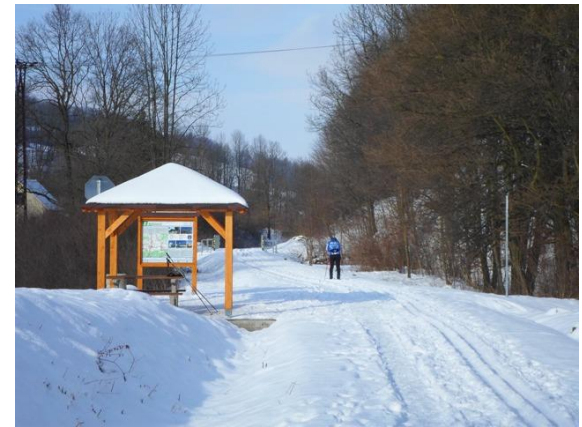
5th EUROPEAN GREENWAYS AWARDS - 2011

Lenght: 125 km

© Vías Verdes de Girona

The future is in what we do now

- New countries that have more recently assumed the concept and promoted new greenways...



And ...

- New initiatives / countries to come...

Events and activities in cooperation with members

- Belgium, Antwerp and Hainault provinces and walloon región – Workshop's and visits, 20-22 May, 2019. **“Greenways Heritage”**

**NEW edition
European Greenways
Award 2019!**



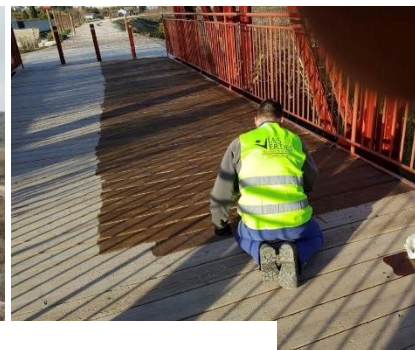
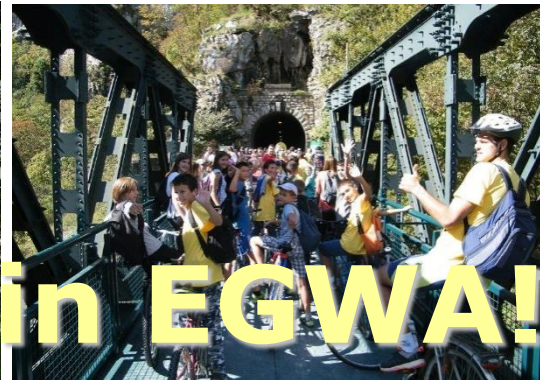
September 2019.

Coming soon: Call for candidacies.

European Greenways Award 2017

Join EGWA!

Thanks for your attention!



Discover and enjoy greenways all year round!!