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# GreenWays4ALL

The project “Greenways4ALL”, aims to move forward towards the creation of accessible tourism products linked to greenways.



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



#Greenways4ALL

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[www.greenways4ALL.org](http://www.greenways4ALL.org)

Greenways, which are **non-motorized routes** that mostly make use of **disused railway lines and canal towpaths**, are probably the most accessible routes providing access to nature and open-air leisure activities for everyone, including persons with disability.

However, and with few exceptions, despite the potential that the tourist destinations of greenways enjoy, travellers are not offered the facilities to acquire a comprehensive and accessible tourism product based on greenways. This is because the offer of the various resources making up a trip are neither structured nor organized.

## ACCESSIBILITY VALUE CHAIN

With this project, whose full name is “Accessible Tourism on European Greenways: Greenways For All”, we aim to move forward towards a product which leverages the accessibility value chain, moving from an accessible route to an accessible trip or experience. Accessibility will therefore be the element common to all the resources making up the tourism product: travel the greenway, eat at local restaurants, stay in the immediate vicinity of the greenway, visit museums, or do some shopping, among other options.







## IMPROVE ACCESSIBILITY

Greenways4ALL will help improve accessibility to and around greenways, the quality of the tourism supply aimed at persons with disability, and the dissemination of greenway resources as infrastructures for everyone

## PROMOTION OF GREENWAYS4ALL AND EUROPEAN GREENWAYS AS ACCESSIBLE TOURIST DESTINATIONS

All these activities will be accompanied by various promotional and communication actions, such as dissemination over the web, awareness-raising campaigns on social networks, the production of a brochure, the publishing of newsletters, and the holding of two conferences, one at the start of the project in Madrid and the other at the end, in Viséu.

This project will enable us to elaborate equally on the consolidation of the image of European Greenways as an accessible and environmentally sustainable tourist destination, and on the contribution of the greenways to the economic diversification of the rural world.



**9 partners** from Spain and Portugal, and one of a European dimension, the **European Greenways Association**, are implementing the project, coordinated by the **Spanish Railways Foundation**.

4 SMEs specialized in accessible and experiential tourism will also take part, in order to facilitate the marketing of the products developed during the project.

The project is 75% co-funded by the **COSME Programme of the European Union** which aims, among others, to boost economic growth in Europe by enhancing the competitiveness of Small and Medium-sized Enterprises.

It has a total budget of **€166,148.60** and a completion period of **18 months**.

- Fundación de los Ferrocarriles Españoles (**coordinator**) ES. [www.viasverdes.com](http://www.viasverdes.com)
- European Greenways Association (European scope) [www.aevv-egwa.org](http://www.aevv-egwa.org)
- Plataforma Representativa Estatal de Discapacitados Físicos. ES. [www.predif.org](http://www.predif.org)
- Comunidade Intermunicipal da Região Dão Lafões. PT. [www.cimrdl.pt](http://www.cimrdl.pt)
- Fundación Vía Verde de la Sierra. ES [www.fundacionviaverdedelasierra.com](http://www.fundacionviaverdedelasierra.com)
- Movilidad Ampliada – Accessible Madrid [www.accessiblemadrid.com/](http://www.accessiblemadrid.com/)
- AstroAndalus [www.astroandalus.com](http://www.astroandalus.com)
- Turismo Vivencial [www.turismovivencial.com](http://www.turismovivencial.com)
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*The European Greenways Association (EGWA) is an international not-for-profit association which was created in 1998 in Namur (Belgium) with the aim of encouraging the creation and promotion of greenways in Europe. It brings together more than 50 different organizations from 16 European countries involved in the development of greenways. Since 2009 the General Secretary and executive office have been located in Madrid, at the headquarters of the Spanish Railways Foundation. [www.aevv-egwa.org](http://www.aevv-egwa.org) [www.greenways4ALL.org](http://www.greenways4ALL.org)*