

Final Conference Greenways Heritage

“Enhancing Heritage and Innovation: shaping the future of greenways”

Dikli (Vidzeme, Latvia). 5th September, 2019



Mercedes Muñoz Zamora. Director, EGWA

www.aevv-egwa.org





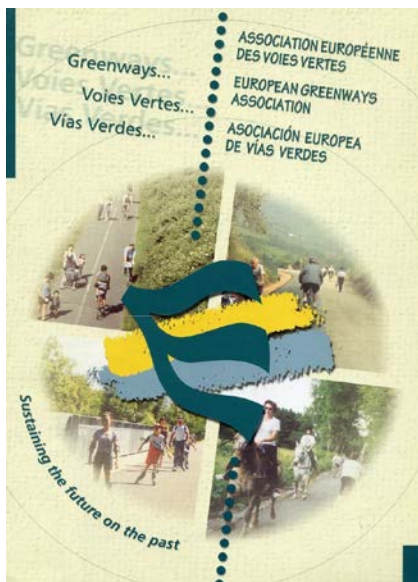
EGWA MEMBERS

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

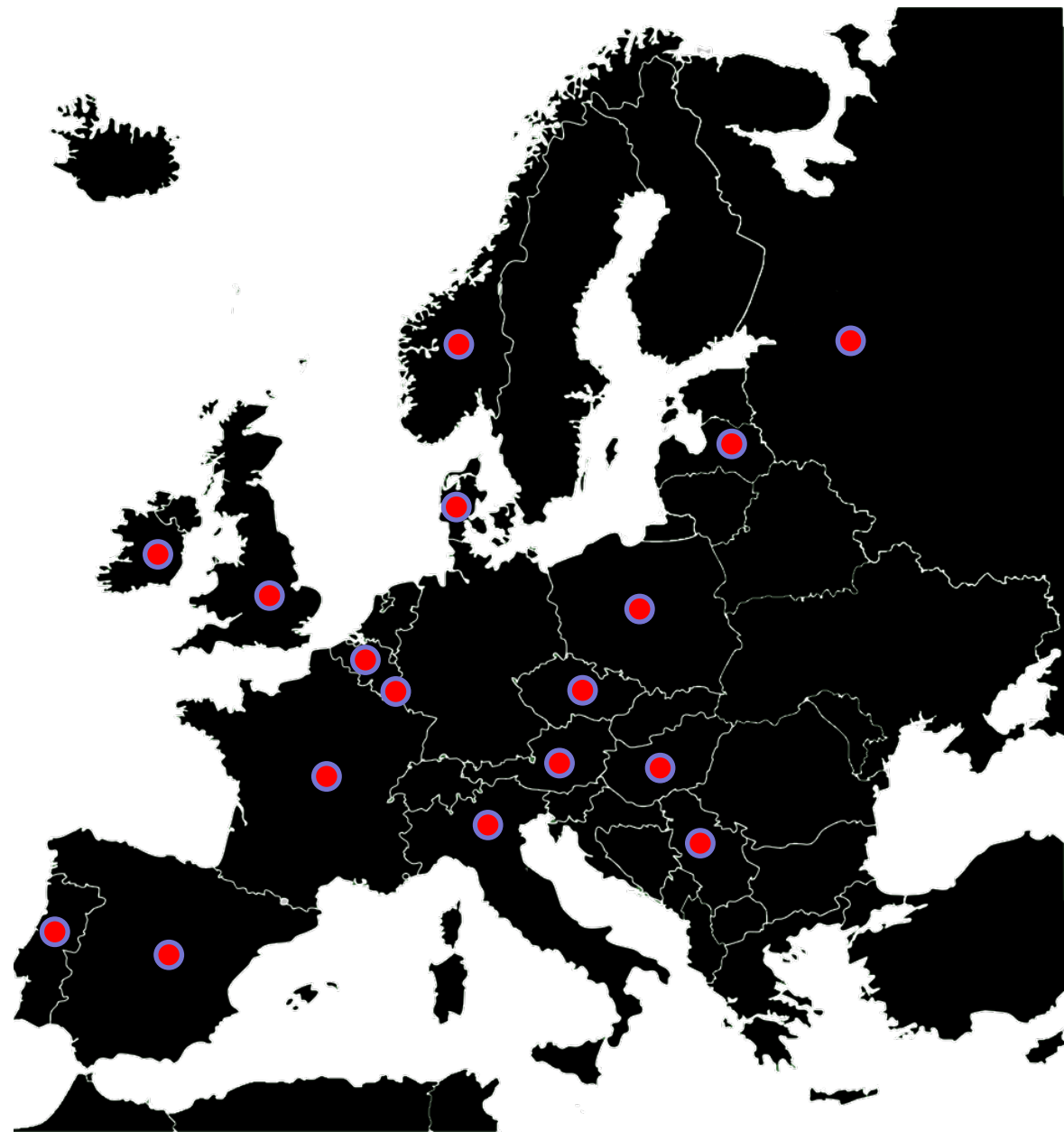
Aim: inventory and encourage the creation and promotion of Greenways in Europe

> 50 members from 16 countries

Secretariat and executive seat in Madrid (Spain)



Giulio Senes



Greenways Promotion

- European Greenways Award
- Conferences
- European Greenways Observatory
- European Greenways Day, within the European Mobility Week
- Best Practices Guide,
- European projects (REVER, Naviki, Greenways4Tour, Greenways Product, Greenways Outdoor, Greenways4ALL, **Greenways Heritage, OurWay**)
- Information exchange, initiatives diffusion, 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
ASOCIACION EUROPEA DE VÍAS VERDES



8th
European
Greenways
Award - 2017

Limerick
CITY & COUNTY
COUNCIL

“Greenways HERITAGE ”



*“Development and promotion of a transnational cultural tourism product
linked to greenways and UNESCO cultural sites”*



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

Lead: EGWA

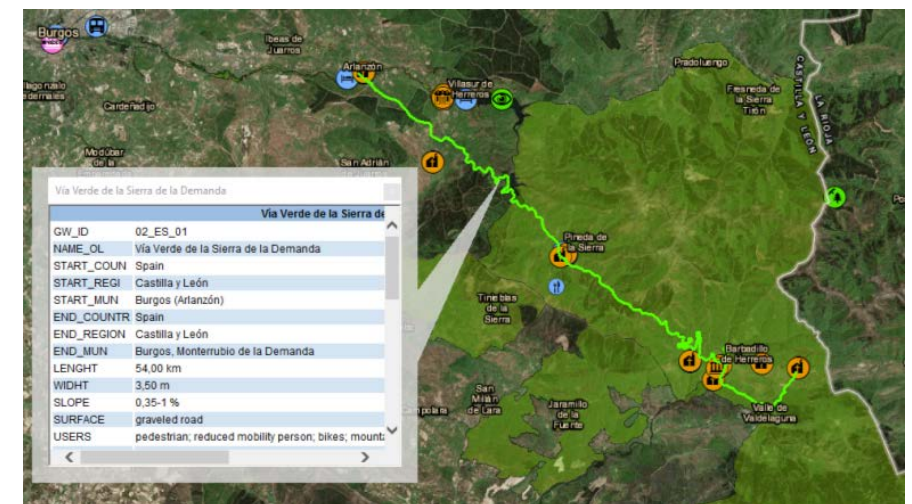
Tourism GIS - 15 Itineraries in 8 countries

Greenways Heritage: the GIS-Database

Creation of a **GIS-database** containing all the mapped information related to **territories** characterized by the presence of **UNESCO sites** and **greenways**:

- **Cultural-historical resources** (churches, castles, museums, archaeological sites etc.)
- **Natural Resources** (protected areas, historic gardens, panoramic points etc.)
- **Tourism services** (accommodations, food & beverages, bike rental points, info points etc.)
- **Accessibility Point** (rail stations, navigation services)

Final Goal: to Map 15 itineraries in 8 countries





Report on tourists and their impact on the territory.

Stakeholders and Users Survey - Greenways Heritage

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

GREENWAYS STAKEHOLDERS SURVEY

➤ Complete the Survey
online



UNESCO STAKEHOLDERS SURVEY

➤ Complete the Survey
online



PRIVATE SECTOR STAKEHOLDERS SURVEY

➤ Complete the Survey
online



GREENWAYS USERS SURVEY

➤ Complete the Survey
online



UNESCO USERS SURVEY

➤ Complete the Survey
online



**We request your collaboration!
To respond the survey**



Introducing New Technologies on Cultural UNESCO Sites and Greenways

Zennegat, Belgium



- VR
- AR
- 360°



Best Practices Guides– ICT Greenways and UNESCO



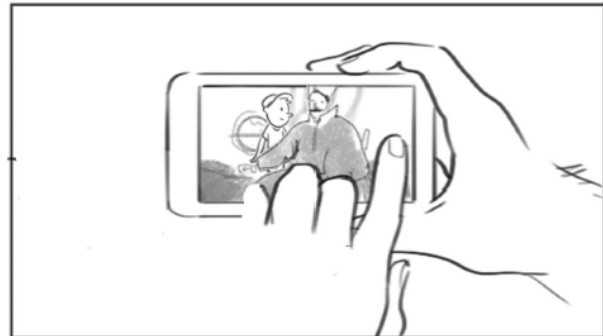
Using new technologies - CCI related to improve the experience of the visitors:

Augmented reality - computer-generated sensory input such as sound, video, graphics or GPS data)

Virtual reality

App's

(ICT) Information and Communication Technologies - (CCI) Cultural and Creative Industries.



Augmented Reality lets us do all kinds of **cool stuff**. Things like **walking into a painting**, and taking a picture with you in it. That picture is **stored with your photo's**, gets a **'Greenways' watermark** and can be used to send to friends and family.



The Greenways companion app invites them to **point the app's camera to an outer wall**.



Through augmented reality, **they can not only see inside**, they see the location **as it was**, in the **early 20th century**.

Creation and sale
of tourist product
Greenways
+
UNESCO



Co-funded by the COSME programme of the European Union

GREENWAY FERROCARRIL VASCO - NAVARRO

Tras los pasos del "El Tenico" y del patrimonio del Camino de Santiago

DESCRIPCIÓN

La Vía Verde del Ferrocarril Vasco Navarro revive la huella de un tren muy querido por los habitantes de la zona, quienes lo conocían por la vía "El Trenico". Para disfrutar de este increíble recorrido, te proponemos como punto de partida una de las capitales verdes de Europa, Vitoria-Gasteiz, con su rica gastronomía y gente amable.

Recorreremos las comarcas de la Llanada Alavesa hasta llegar a Tierra Estella, para disfrutar de su ambiente peregrino en la Ruta Jacobea, en su paso por el Camino Francés, hacia Santiago de

ITINERARIO

Día 1, a tu llegada recorreremos el casco antiguo medieval de Vitoria-Gasteiz. Tarde libre para disfrutar de la ciudad. Día 2, iniciaremos el itinerario por la vía verde hasta llegar a Maestu. Allí visitaremos el Santuario de Estibaliz, joya del arte románico Vasco. Día 3, desde Maestu, seguiremos hacia Acedo, deteniéndonos en el Centro de Interpretación de Antñoana, donde conoceremos la historia de "El Trenico". Día 4, continuando el recorrido, conoceremos uno de los productos más exquisitos de la gastronomía local en el Museo de la



Soy Ane, te espero en la Vía Verde del Ferrocarril Vasco-Navarro

Precio 710€(*)

Grupo Mínimo: 8 personas
Estancia: 6 días y 5 noches
Alojamiento: media pensión



Co-funded by the COSME programme of the European Union

GREENWAY MONTES DEL HIERRO

El patrimonio industrial y minero del País Vasco reconocido por su Vía Verde

DESCRIPCIÓN

El hierro modeló durante siglos el paisaje, la vida y carácter del País Vasco. Recorrer la Vía Verde de los Montes del Hierro es una oportunidad para conocer las raíces de este territorio, y la historia detrás del tren que fue protagonista en su pasado minero. En este itinerario, disfrutaremos de la naturaleza y de paisajes increíbles recorriendo pequeñas poblaciones y aldeas con encanto, vestigios en donde en otra época

ITINERARIO

Día 1, te estaremos esperando en Bilbao para acompañarte por el casco antiguo hasta e Puente Colgante, uno de sus iconos más representativos y patrimonio UNESCO. Día 2, nuestro recorrido por la Vía Verde lo arancaremos desde Encartaciones, donde visitaremos su museo. Los antiguos hornos de calcinación de Santa Catalina será otro de los atractivos. Por la tarde, visitaremos la tradicional Ferrería El Prchal y



Soy Cristina, te espero en la Vía Verde de los Montes del Hierro

Precio 465€ (*)



Co-funded by the COSME programme of the European Union

GREENWAY SIERRA DE LA DEMANDA

El Yacimiento arqueológico de Atapuerca es patrimonio de la Humanidad

DESCRIPCIÓN

El ferrocarril minero de la Sierra de la Demanda se construyó en los últimos años del siglo XIX y apenas llegó a funcionar hasta 1904. Tal vez su vida ferroviaria haya sido corta, pero sus caminos siguen siendo recorridos en la actualidad adentrándonos en un territorio de gran riqueza natural.

La Vía Verde de la Sierra de la Demanda recorre el corazón de esta zona, llena de paisajes de montaña y pueblos con encanto. Nuestro itinerario saldrá desde la monumental ciudad de Burgos para retroceder en el tiempo visitando

ITINERARIO

Día 1, llegada a Burgos con tiempo para visitar el Museo de la Evolución Humana y visitar el casco antiguo de la ciudad. Día 2, comenzaremos el día con una visita al Yacimiento de Atapuerca, patrimonio UNESCO y "cuna de la humanidad". Seguiremos en dirección a la Estación de Arlazón para iniciar nuestro recorrido por la Vía Verde, donde nuestro objetivo será llegar hasta Pineda de la Sierra, en el corazón de la Sierra de la Demanda. Día 3, continuamos el recorrido por Monterrubio de la Demanda. Tras un descanso, regresaremos a Arlazón para comenzar el día 4.



Soy Francisco, te espero en la Vía Verde de la Sierra de la Demanda

Precio 495€ (*)

Grupo Mínimo: 8 personas
Estancia: 4 días y 3 noches
Alojamiento: rural singular
Cómo llegar: por Burgos a la esta.



Greenways HERITAGE

Guimarães Declaration

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

Available on the EGWA site

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

**We encourage you
to subscribe it!**



Co-funded by the COSME programme of the European Union

9th European Greenways Award 2019

Special Prize Greenways Heritage - Innovation



9th European Greenways Award - 2019

Award Ceremony: 5th September, Vidzeme region (Latvia).

www.europeangreenwaysaward.org

#GreenwaysAward2019



MAGNETIC LATVIA

Pictures: awarded Greenways. Limerick, 2017



Special award:



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VIDZEME TOURISM ASSOCIATION

5th September, 2019 Dikli, Vidzeme (Latvia)



“Greenways HERITAGE ”

- An opportunity to promote jointly UNESCO and Greenways nearby.
- Opportunities for cooperation!!



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FUNDACIÓN DE LOS
FERROCARRILES
ESPAÑOLES



VIAT VERDES



UNIVERSITÀ
DEGLI STUDI
DI MILANO



Provincie
Antwerpen



MECHELEN



Comunidade
Intermunicipal
do Ave



LATVIAN

GREENWAYS

ASSOCIATION



TURISMO
VIVENCIAL

HAND MADE EXPERIENCES



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 Herault FR

5 Hajdú-Bihar County Government HU

6 Chamber of Commerce and Industry-Vratsa BG

7 European Greenways Association (EGWA) BE

Advisory partner



<https://www.interregeurope.eu/ourway/>

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

Financing



OUR WAY
Interreg Europe

OUR WAY aims at contributing to the conserving, protecting, promoting and developing natural and cultural heritage using greenways by means of the improvement of policy instruments related to the cultural and natural quality of the territories involved

www.interregeurope.eu/ourway

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)

- Importance of including national and regional policies, specifically oriented to tourism (greenways), amongst their priorities within the Partnership Agreements and Operational Programs in accordance with the respective National Strategic Reference Framework (NSRF).
- If they are not included, there will be no possibility to request funding for supporting these tourism projects at a later stage (2014-2020).

Thank you for your attention!

Paldies par uzmanību!!

Tānan tähelepanu eest!!

Join EGWA!



www.greenwaysheritage.org



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Enjoy Greenways no border no barriers!