

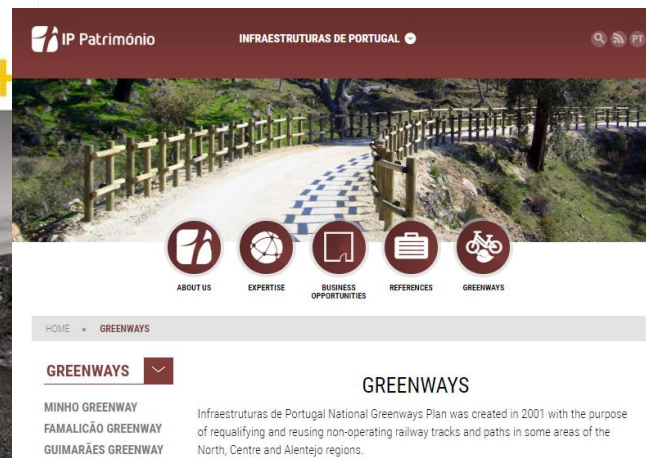
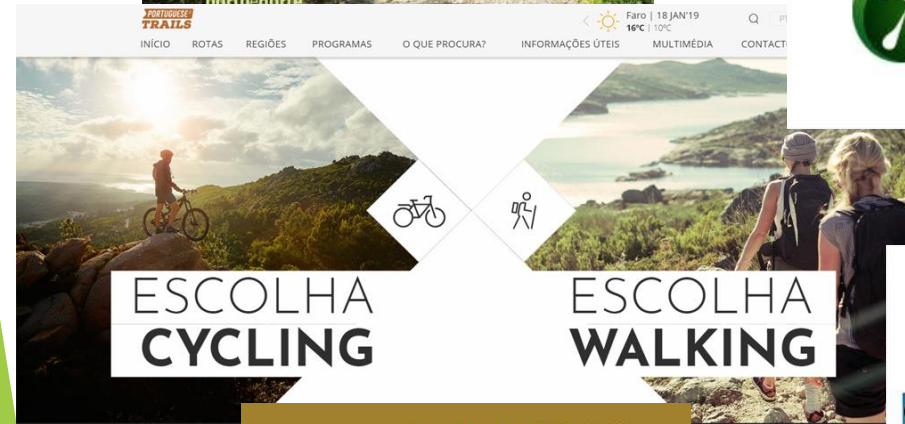
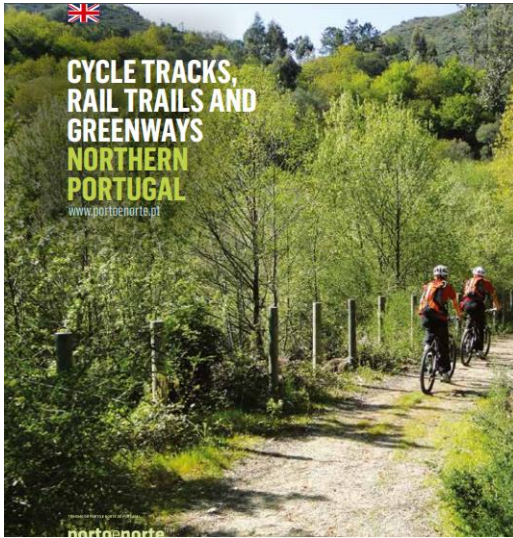


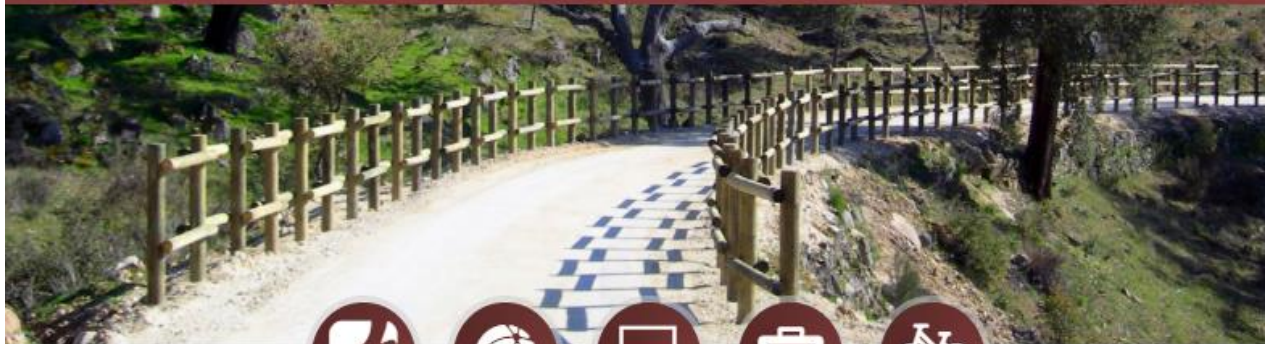
GREENWAYS HERITAGE PROMOTION AND COMUNICATION General view of the Regional and National Strategies in Portugal

MILAN - ITALY
OCTOBER 2019

Nuno Ferreira

Portugal has done an internationally recognized job, both public and private in communicating, managing, presenting and organizing activities in greenways.





- ABOUT US
- EXPERTISE
- BUSINESS OPPORTUNITIES
- REFERENCES
- GREENWAYS

HOME » GREENWAYS

GREENWAYS

- MINHO GREENWAY
- FAMALICÃO GREENWAY
- GUIMARÃES GREENWAY

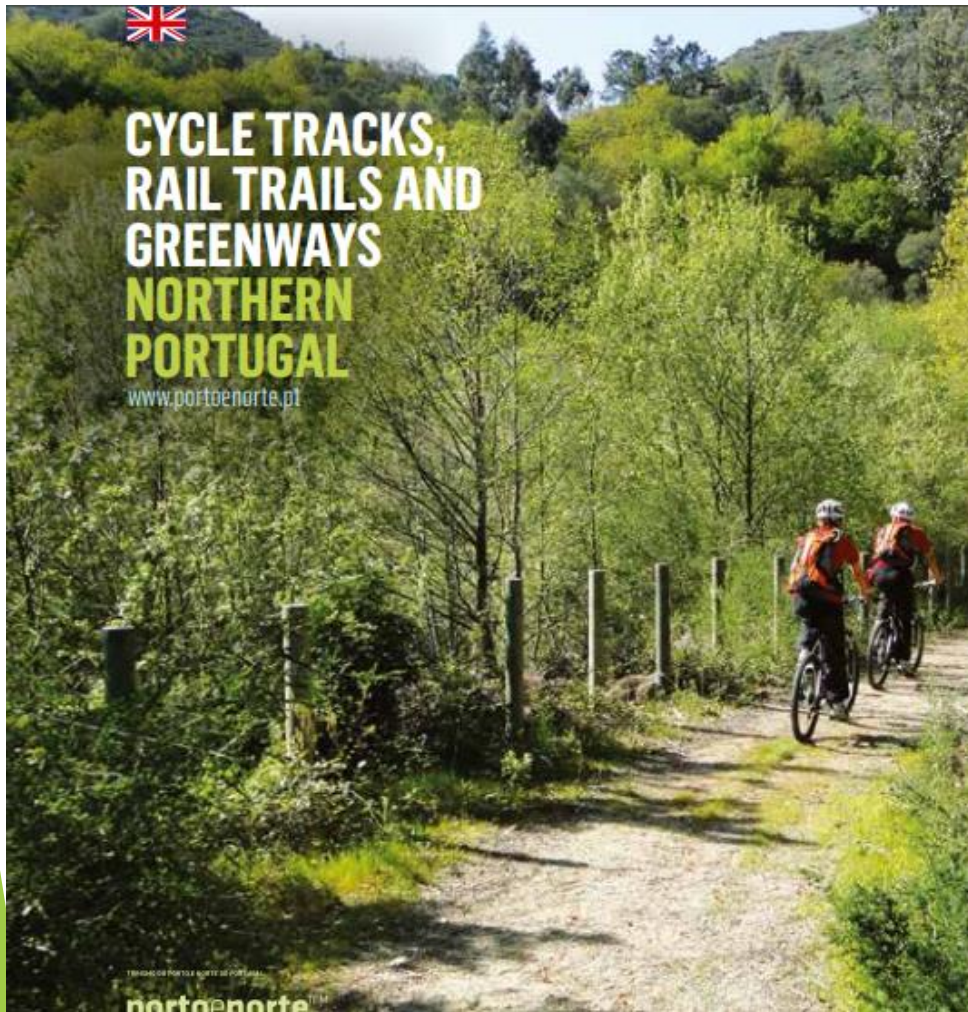
GREENWAYS

Infraestruturas de Portugal National Greenways Plan was created in 2001 with the purpose of requalifying and reusing non-operating railway tracks and paths in some areas of the North, Centre and Alentejo regions.

AMONG OTHER EFFORTS:

In 2001 the institution that has legal responsibility over the train lines, (today “Infraestruturas de Portugal”), created the National Eco Trail Plan, established a national strategy, and mapped rail trails reused as greenways in Portugal.





In 2016 Porto & Norte, Regional Entity for Tourism in the North of Portugal, published a Guide for the North of Portugal, trying to establish internal conventions and communication good practices.





**TÂMEGA LINE RAIL
TRAIL
AMARANTE**



**TÂMEGA LINE RAIL
TRAIL
CABECEIRAS DE BASTO**



By 2016, using the Web to communicate and provide information, was already considered crucial by regional and national tourism authorities.





| NORTE ON BIKE



A CCDR-N lançou em abril de 2017 a iniciativa "NORTE ON BIKE" entendida como um laboratório à escala regional para o uso e promoção da bicicleta. Num contexto em que a Política de Coesão da União Europeia assume uma forte componente de apoio a projetos relacionados com a mobilidade urbana sustentável, esta iniciativa pretende contribuir para a aposta no investimento em ciclovias e no uso e promoção da bicicleta como modo de transporte intraurbano.

O arranque da iniciativa fez-se em parceria com o "Compromisso pela Bicicleta" - Plataforma Tecnológica da Bicicleta da Universidade de Aveiro, com a realização do seminário "Mais Bicicletas, Melhores Cidades - A Promoção do Uso da Bicicleta no âmbito do PAMUS - Plano de Ação de Mobilidade Urbana Sustentável 2014-2020".

In 2017 the Commission for the Coordination and Development of the North of Portugal (regional authority and policy owner) launched a strategy for the North of Portugal bike usage, including commuting cycling and greenways promotion.





Portuguese Trails

At the end of 2017 Turismo de Portugal launched Portuguese Trails an exceptional platform, web-app, for presenting and communicating Greenways at a national level in Portuguese, English, Spanish, French and German, and providing numerous possibilities of choice.





Routes

CHOOSE



At Portuguese Trails you can choose your routes...



CHOOSE



WHERE?

Region
Select a Region

OR

WHAT IS THE ROUTE?



ALENTEJO FEEL NATURE

The network of nature routes - Alentejo Feel Nature, completes the offer of walking routes in Northern Alentejo, take advantage of the diversity of this...



BIKING AÇORES

We invite you to discover the islands of the Azores, through a network of paths with different features that are adapted to suit the different tastes and...



CENTROS DE BTT

The MTB Centres, approved by the Portuguese Cycling Union / Portuguese Cycling Federation are areas of leisure sport infrastructure that are free to access and...



CENTROS DE BTT - NORTE

The MTB Centres, approved by the Portuguese Cycling Union / Portuguese Cycling Federation are areas of leisure sport infrastructure that are free to access and...



ECOPISTA DÃO / CYCLING

The Ecopista do Dão is the longest in Portugal, and one of the most beautiful. In addition to conserving its natural environment, it is surrounded by the...



Search routes information, or the ones closer to your location.

PROGRAMMES

MOUNTAIN BIKE TOUR IN THE PORTUGUESE HISTORICAL VILLAGES -SELF-GUIDED

Portugal A2Z Walking & Biking



Visit remote 12th Century Historical Villages. Ride, inn to inn, on Roman paths and enjoy awesome single trails. The most challenging mountain bike ride in Portugal (...)

Bicycle Type: MTB
Duration: 7 days
Distance to be covered: 533km
Difficulty level: Difficult
Programme Type: Guided, Self Guided
Languages spoken: Portuguese, English

Services included:

- 6 nights bed and breakfast
- Mobile phone with 24h support line
- Baggage transfers
- Maps and documentation

[FIND OUT MORE](#)

FROM THE DRY ORCHARD TO GUADIANA RIVER

Companhia das Culturas



An immersion in the Algarve of the Dry Orchard that crosses the Hills and Guadiana river shore. A sui generis ecosystem that combines prolonged droughts with a humid subsoil where, since antiquity (...)

Duration: 5 days
Distance to be covered: 62km
Difficulty level: Medium
Programme Type: Self Guided
Languages spoken: Portuguese, English, French, German

Services included:

- Full or half board
- 5 nights accommodation
- Maps
- GPS tracks

[FIND OUT MORE](#)

BIKE TOUR NA COSTA SUDOESTE - ALENTEJO E ALGARVE

Live Love Ride, Portugal Bike Tours



This is an amazing oceanic bike tour that will take you from the start to the end of the Southwest coast of Portugal's natural park, the "Costa Vicentina", experiencing the laidback and relaxed (...)

Bicycle Type: Touring, MTB, Hybrid, Electric
Duration: 7 days
Distance to be covered: 250km
Difficulty level: Medium
Programme Type: Guided, Self Guided
Languages spoken: Portuguese, English, French, Spanish, Other Languages

Services included:

- Transportation
- Meals
- Accommodation
- Maps

[FIND OUT MORE](#)

BIKING TOUR FROM PORTO TO LISBON - SELF-GUIDED

Portugal A2Z Walking & Biking



A2Z invites you to cycle along the Atlantic coast. With routes by the ocean side and sand flat terrains you have the chance to enjoy the west coast sunny beaches, stopping in one beach bar (...)

Bicycle Type: Hybrid
Duration: 8 days
Distance to be covered: 330km
Difficulty level: Medium
Programme Type: Self Guided
Languages spoken: Portuguese, English

Services included:

- Bed and breakfast
- Dinners
- European A2Z guide
- Snacks with fresh fruit on cycling days

[FIND OUT MORE](#)

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

Comunidade Intermunicipal do Ave



Co-funded by the COSME programme of the European Union

Search for programmes...

ALENTEJO: TAKE A WALK ON THE WILD SIDE, INDEPENDENT



DESTINATIONS FOOD & DRINK PLAY

Explore Portugal's mysterious, overlooked middle

Paul Armes, for CNN • Published 9th April 2015



NEWS POLITICS VOICES FINAL SAY SPORT CULTURE VIDEO INDY/LIFE BLACK FRIDAY INDYBEST LONG READS INDY100 VOUCHERS PREMIUM

Alentejo: Take a walk on the wild side



ALENTEJO: TAKE A WALK ON THE WILD SIDE

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Travel # UK Europe US

Cycling holidays

10 of the best new cycling holidays in Europe



Will Coldwell
@willcoldwell
March 26, 2015 12:00 BST
494 127

... the week long Algarve on two wheels tour is available spring and autumn. Photographs
... lack of pedal-powered tours for riders of all abilities takes
... of the continent's best scenery, from Sweden's foresta
... lagoons of the eastern Algarve and Provence's iconic

... al seasons for riding the Algarve
... mmer heat would make southern Portugal particularly challenging for
... but spring and autumn - with cooler temperatures and coastal



Read and watch what people say about Portugal and Portuguese trails, both in traditional and social media...and much more...

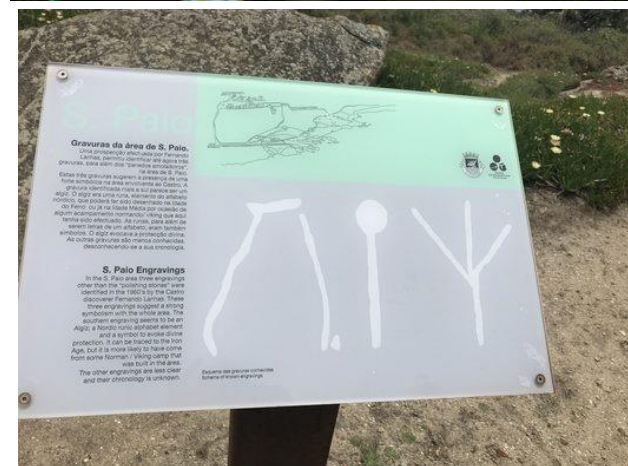


Sinalização Nacional para **ROTAS CICLÁVEIS**

DOCUMENTO ORIENTADOR

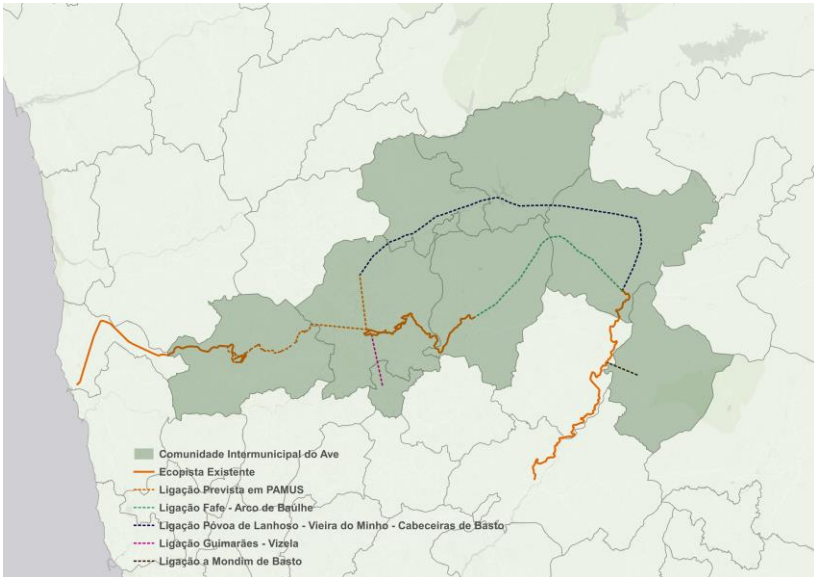
Because communication is also signalization, in 2018, Turismo de Portugal, the national authority for tourism, produced a Guideline document for tourism Cycling Routes signalization.





To reach the potential of experience that greenways can provide, and create real products around them, we have to work on a process of adding value through knowledge, and communicate what can be seen or experienced close to the greenways, being it cultural heritage, natural heritage, gastronomy or hotelry.





In the Ave Region we have the wish of connecting the Eurovelo coastal trail with the Douro area, by establishing the junction of three existing Greenways: Póvoa de Varzim- Famalicão; Guimarães – Fafe; and Arco de Baulhe – Amarante.

In the middle, Guimarães Historical Centre, UNESCO classified World Heritage!





We joined Greenways Heritage, COSME funded project, because it was exactly what we needed to create awareness of the work to be done in our region linking UNESCO Heritage and the new Ave Greenway.

We participated in the steering groups and seminars of Burgos, (Spain), Guimarães, (Portugal), Mechelem, (Belgium), and Dikli (Latvia).





Workshop:

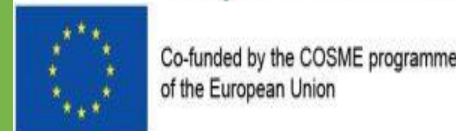
UNESCO sites and Greenways, a common destination

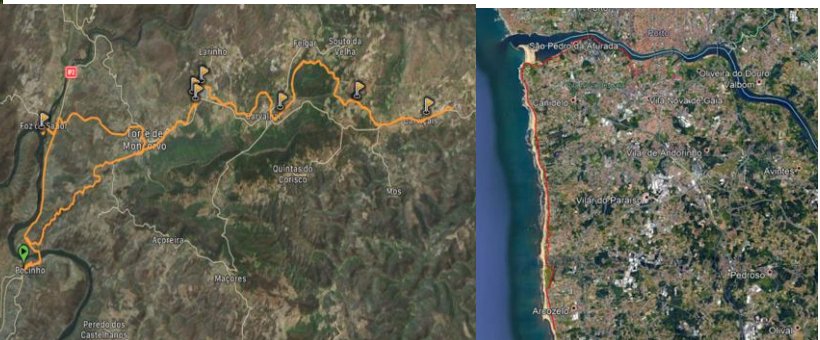
Visit by bike 28 November - Workshop 29 November 2018

Sociedade Martins Sarmento, Guimarães (Portugal)



Inside the project we helped organizing the Guimarães Meeting and Seminar in November 2018, where was proclaimed the Guimarães Declaration for UNESCO Sites and Greenways as common destinations.





CIM do Ave translated and edited Greenways Heritage leaflet. We divulged the Supplier Agreement among North of Portugal SME's. We characterized two UNESCO connected greenways (Porto and Sabor), and identified a best practice – BIKOTEL Romanesque Route. We also translated and participated in the inquiries that contribute to the Milano conclusions.



GREENWAYS PRODUCT – The portuguese context




1.545,674
o número total de quilómetros em (290) Ciclovias, Ecovias, Ecopistas e Percursos Cicloturísticos neste sítio, hoje:
até 12 de Outubro de 2017

Início Fologalerias Transferências Contactos Sobre



**PORTUGAL
BIKE
FRIENDLY+**



+ DESTINATIONS / DESTINOS
+ ACCOMMODATIONS / ALUGAMENTOS
+ BIKE FRIENDLY / VIAGENS EM BICICLETA

117
+
6

APP BIKOTEL
Discover the best cycling & walking routes from your Bikotel (more info on page 5)

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

Comunidade Intermunicipal do Ave



Co-funded by the COSME programme of the European Union

INTERESTED? CONTACT US!



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 Email: info@mtbinportugal.pt

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 Av. Conde Margaride, 175
 4810-535 Guimarães

INFORMAÇÕES ÚTEIS

- Termos e Condições
- RGPD



Associative movement and private Business are every day stronger. Portuguese Association of Greenways (an EGWA associated), or portals like CICLOVIA are often the support for a growing green business developed by SME's like GetGreen,

MTB or BIKOTEL)

THANK YOU GRAZIE MILLE

Photo Credits:

Slide 2 - Photos repeated from the following sites:

Slide 3 - <http://www.ippatrimonio.pt/en/en/greenways>

Slide 4 - http://www.portoenorte.pt/fotos/guias/tpnp_ciclovias_ing_5939701915cf7dfb5ddeef.pdf

Slide 5 - http://www.portoenorte.pt/fotos/guias/tpnp_ciclovias_ing_5939701915cf7dfb5ddeef.pdf

Slide 6 - <http://www.ccdm.pt/norteonbike>

Slide 7 - <https://www.portuguesetrails.com/en?category=1>

Slide 11 - <https://www.theguardian.com/travel/2017/jun/26/europe-cycling-tours-ten-best-holidays>

<https://www.independent.co.uk/travel/europe/alentejo-take-a-walk-on-the-wild-side-2259311.html>

<https://edition.cnn.com/travel/article/travel-central-portugal/index.html>

Slide 12 - https://business.turismodeportugal.pt/SiteCollectionDocuments/portuguese-trails_documento-orientador-sinalizacao-nacional-rotas-ciclaveis-2018.pdf

[documento-orientador-sinalizacao-nacional-rotas-ciclaveis-2018.pdf](https://business.turismodeportugal.pt/SiteCollectionDocuments/portuguese-trails_documento-orientador-sinalizacao-nacional-rotas-ciclaveis-2018.pdf)

Slide 13 – Paulo Costa Pinto

<http://revistaminha.pt/2019/09/11/um-dia-diferente-de-praia-num-castro-a-beira-mar/>

Slide 14 – Cim do Ave – Paulo Costa Pinto

Slide 15 – <https://www.facebook.com/European.Greenways.Association/photos/>

<https://twitter.com/greenwayseurope>

Slide 16 - <https://www.facebook.com/European.Greenways.Association/photos/>

Slide 19 – CIM do Ave.

Slide 18 <http://www.bikotels.com/index.php>

<https://www.facebook.com/GetGreenMobilidadeEletrica/app/168188869963563/>

<https://mtbinportugal.pt/sobre/>

[ciclovia.pt/#](https://mtbinportugal.pt/sobre/)



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