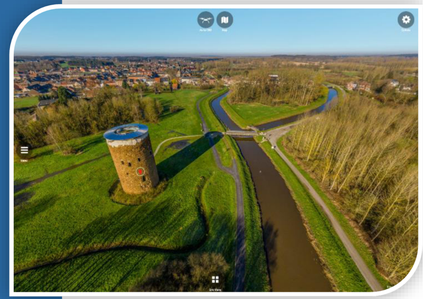
THE GUIMARÃES DECLARATION

Is based on the following 10 key points that cover the variety of actions and activities which we consider essential to achieve the most effective joint promotion.

1. VISIBILITY AND JOINT PROMOTION
2. PHYSICAL CONNECTION
3. CREATION OF NEW TOURISM PRODUCTS
4. IMPROVED INFORMATION BY USING NEW TECHNOLOGIES AND CCI
5. INVOLVEMENT OF THE LOCAL SME'S
6. PARTNERSHIP GOVERNANCE
7. RAISING AWARENESS
8. TOURISM PROMOTION
9. INNOVATIVE ACTIONS
10. IMPACT MEASUREMENT OF UNESCO + GREENWAYS TOURISM





Read the full text of the declaration and subscribe to it!

Available in English / Spanish / French / Dutch / Portuguese

The Declaration has been launched in Guimarães (Portugal), a city that combines UNESCO heritage and a greenway connected with the city.

In the framework of the conference "Greenways HERITAGE: UNESCO sites and greenways, a common destination", on November 29, 2018i

8 partners from **Spain, Italy, Belgium, Latvia and Portugal**, are implementing the project, coordinated by the **European Greenways Association**, which has a European dimension.

1 SMEs specialized in experiential tourism takes part in the consortium, 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 nearly **€ 400,000** and a completion period of 18 months. 1st May 2018- 31st October 2019.

- ✓ European Greenways Association (**coordinator**) (European scope) www.aevv-egwa.org
- ✓ Latvijas Zalo Celu Asociācija (Latvian Greenways Association) (Latvia) www. greenways.lv
- ✓ Fundación de los Ferrocarriles Españoles (Spain) www.viasverdes.com
- ✓ Stad Mechelen (Belgium) www.visit.mechelen.be
- ✓ Universita Degli Studi di Milano (Italy) www.unimi.it
- ✓ Turismo Vivencial SL (Spain) (SME) www.turismovivencial.com
- ✓ Comunidade Intermunicipal Do Ave (Portugal) www.cim-ave.pt
- ✓ Provincie Antwerpen (Belgium) www.provincieantwerpen.be

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 www.greenwaysheritage.org**

Pictures ©: 1-2-3) FFE- Vías Verdes; 4) IP Patrimonio; 5) Wikipedia; 6) Sustrans; 7-8-9, 11) AEVV-EGWA & screenshots of Greenways Heritage project, actions developed by UMIL – POPPR 10) WHC UNESCO; Texts: AEVV-EGWA



Greenways HERITAGE



The project greenways HERITAGE aims to promote greenways and the UNESCO sites as common destinations.



#GreenwaysHeritage

www.greenwaysheritage.org

The content of this brochure represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Greenways are independent non-motorized routes, mainly using disused railways and canal towpaths. Safe, accessible and very attractive, they give easy access to areas of outstanding natural beauty (e.g. in mountainous areas, by way of tunnels and viaducts).

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.

TOURISM PRODUCT COMBINING GREENWAYS AND UNESCO SITES

The aim of the project is the development and diversification of the European tourism offer by developing new tourism products combining UNESCO + Greenways as common destinations.

A particular emphasis on the use of Cultural and Creative Industries (CCI)-related technologies, linked to greenways and UNESCO sites, is foreseen to better inform the visitors and enhance their experience.









MAIN OBJECTIVES OF GREENWAYS HERITAGE

- TOURISM PRODUCT
  - ✓ To develop new tourism products linked to UNESCO sites and heritage greenways in Europe that increase the added value and attractiveness of both resources.
  - ✓ To improve the competitiveness of SMEs around UNESCO sites and greenways and to strength public-private cooperation.
- INFORMATION, KNOWLEDGE AND EXPERIENCE IN CULTURAL AND CREATIVE INDUSTRIES (CCI)
  - ✓ To promote the use of new technologies applied to the UNESCO sites and greenways nearby:
    - ✓ To set up a web-GIS multi-platform, with useful information on UNESCO cultural sites and related greenways, running on any device and using the most recent web-GIS technologies.
    - ✓ To develop an innovative action of heritage re-interpretation using augmented reality: 360º virtual reality experience UNESCO & greenway
    - ✓ To produce a guide to best practices in the application of new technologies of UNESCO cultural sites and greenways
- PROMOTION & COMMUNICATION:
  - ✓ To attract more tourists and to generate an economic impact on territories which have both greenways and UNESCO and in particular on the SMEs located in their vicinity.
  - ✓ To achieve the maximum international promotion of the project and greenways and the UNESCO sites as common destinations.

The use of Cultural and Creative Industries (CCI)-related technologies connecting UNESCO & greenways has a prominent role and will include the creation of a tourism GIS and an innovative action: 360ª virtual reality experience UNESCO & greenways.



Guimarães Declaration

GREENWAYS HERITAGE Declaration for the promotion of UNESCO sites and greenways as common destinations in Europe.

PURPOSE:

- ✓ **To promote UNESCO heritage and other cultural assets in the proximity of greenways as an essential part of those greenways.**
- ✓ **To promote the association of these two valuable resources as common destinations.**

OPEN TO:

Can be signed by various types of entities on a voluntary basis and taking into account the possibilities of action of the different types of organizations:

- ✓ **Local, regional, national and European authorities.**
- ✓ **Greenway management authorities and railway, canal, and forest road management authorities.**
- ✓ **UNESCO authorities.**
- ✓ **The private sector, ONG's .**

Greenways and UNESCO Heritage in Europe: the high potential of their joint promotion.

Greenways are a very appealing destination for **active tourists** who use **non-motorized means of transports** as their main way of exploring new territories, urban or rural. Especially for the later, greenways play a highly important role in the local economic development. Nowadays these sustainable itineraries increasingly expand all over the European continent.

They are undoubtedly, historic, cultural and natural assets with a huge tourist attractiveness. The future conversion of undeveloped disused railway lines into greenways represents a major growth potential; not to mention greenways based on canal towpaths, which exploit Europe's considerable hydraulic engineering heritage.

Cultural tourism linked to UNESCO World Heritage sites, is considered as a key asset for EU tourism. Many Greenways have UNESCO cultural heritage sites nearby although up until now there has been no joint promotional effort for these two important cultural resources to benefit from.

Therefore, the wealth and appeal of UNESCO sites and greenways as separate destinations could be multiplied if those destinations were to be combined. The two resources reflect the history of Europe, a shared identity, and the opportunity to reach a broader segment of tourists.

Greenways HERITAGE
Guimarães Declaration

2018 EUROPEAN YEAR OF CULTURAL HERITAGE
#EuropeForCulture