

# Solutions for sustainability of long-distance cycle routes

## Focus on EuroVelo 10 and EuroVelo 13

07/03/2024

ITB Berlin – Lighthouse Stage



ECF gratefully acknowledge financial support from the LIFE Programme of the European Union



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[EuroVelo.com](https://www.eurovelo.com)

# How sustainable is cycling tourism?



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# How sustainable is cycling tourism?



Transport



Impact on infrastructures and flows



Type of accommodation



Impact on health



Potential to grow sustainable offers



EuroVelo 15 in Germany ©EuroVelo 15

# EU-funded projects to increase sustainability of cycling tourism



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# EU co-funded projects

**EuroVelo 13: ICTr** – Innovative participatory sustainable business model for cycling along the Iron Curtain Trail – 2023-2026

- 3-year project, 11 partners, 8 countries
- Interreg Central Europe programme

**EuroVelo 10: Baltic Biking UPGRADE (BBU)** – 2023-2026

- 3-year project, 9 partners, 6 countries
- Interreg South Baltic programme



Second ICTr meeting in Portoroz, Slovenia, 26-27 September 2023



Kick-off meeting of BBU in Gdansk, Poland, 19-20 October 2023



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EuroVelo 13 in Hungary ©EuroVelo

## Solutions for sustainability of long-distance cycle routes

# ICTr on EuroVelo 13

- Carbon footprint of cycling offers
- Impact Measurement System
- Good-Impact programme
- Sustainable governance



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Interreg CENTRAL EUROPE



Interreg South Baltic



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# Biking Baltic Upgrade on EuroVelo 10

- Support of SMEs
- Cycling-friendly Service Schemes
- Sustainability of SMEs offers
- Sustainable governance



EuroVelo 10 in Gdansk, Poland



# Long-term management via EuroVelo Route Partnerships



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## Solutions for sustainability of long-distance cycle routes

# Experiences from EuroVelo 15 and EuroVelo 19

- All countries involved in one **transnational Partnership**
- **Shared budget** to deliver joint actions
- **3-year duration**, with possibility to renew
- Activities to **promote and communicate**
- **Mutual understanding** and exchange of knowledge
- **ECF is Secretariat** of the partnerships



EuroVelo 15 in Alsace ©EuroVelo 15 - DEMARRAGE



Take the ferry to cross the Meuse River on EuroVelo 19 ©EuroVelo Belgium

## Solutions for sustainability of long-distance cycle routes

# And it works!

### EuroVelo 15 – Rhine Cycle Route:

- 2<sup>nd</sup> most visited route on EuroVelo.com
- Certified EuroVelo Route
- Strong history of collaboration
- EuroVelo 15 Part. renewed 4 times since 2013

### EuroVelo 19 – Meuse Cycle Route:

- 5<sup>th</sup> most visited route on EuroVelo.com
- Transnational Partnership before joining EuroVelo in 2018
- Transnational activities reinforcing national efforts
- EuroVelo 19 Part. soon to be renewed 2 times



EuroVelo 13 ©EuroVelo

## Solutions for sustainability of long-distance cycle routes

# ICTr and BBU & long-lasting results

### EuroVelo 13 – Iron Curtain Trail

- ICTr Alliance
- Certified Cultural Route of the Council of Europe
- EuroVelo 13 Partnership

### EuroVelo 10 – Baltic Sea Cycle Route

- Strengthening National EuroVelo Coordination Centres in Baltic Countries
- EuroVelo 10 Partnership



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Interreg CENTRAL EUROPE



Interreg South Baltic



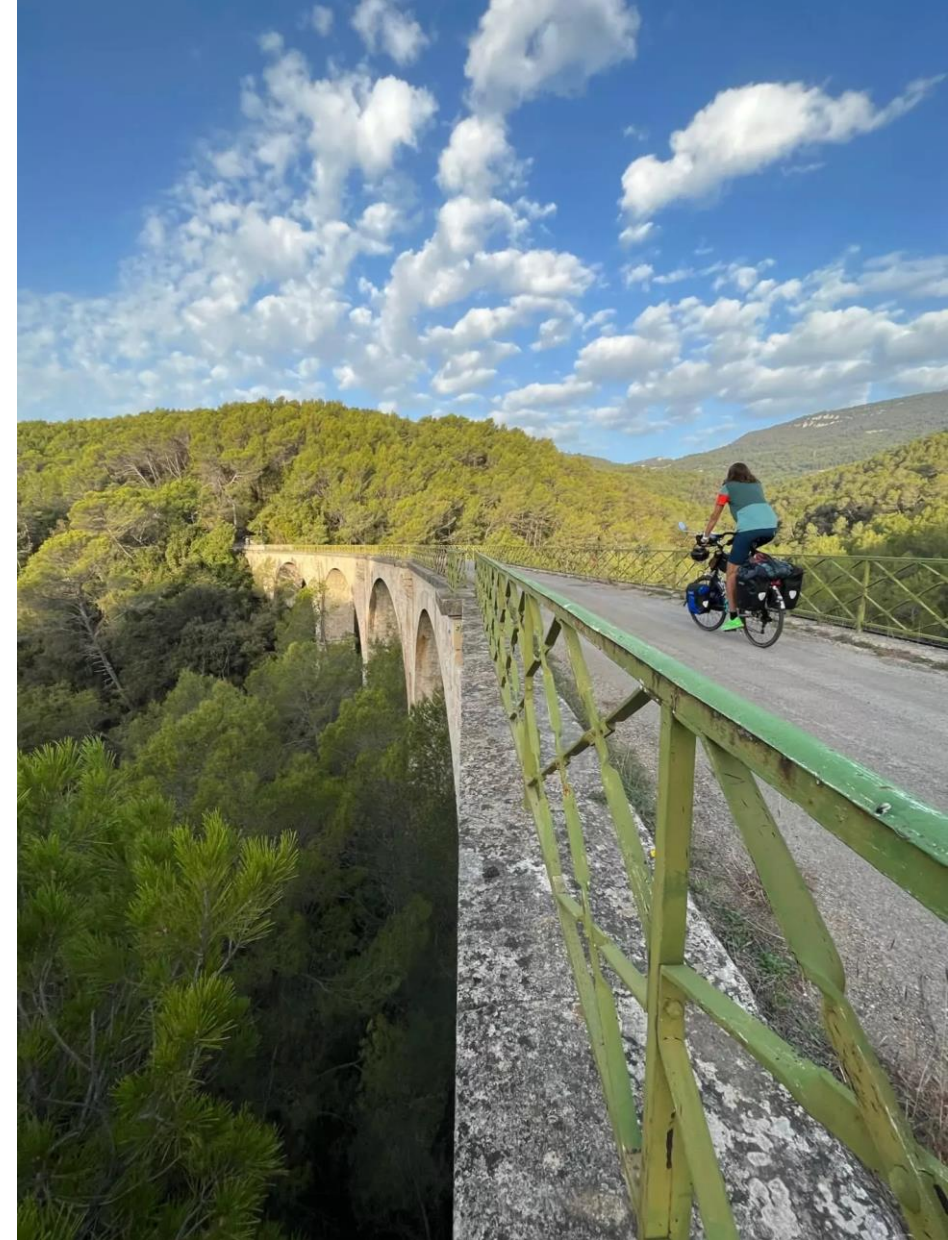
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## Solutions for sustainability of long-distance cycle routes

# Conclusions

- Making cycling tourism even greener is necessary:
  - Sustainability criteria in cycling friendly schemes
  - Multimodal solutions for Train+Bike
  - Measuring the carbon footprint of cycling tourism
- Sustainable management of cycle routes is key for long-term results:
  - EuroVelo Route Partnerships
  - National or regional coordination of cycle routes
  - Measuring the economic impact and the results



EuroVelo 8 – Mediterranean Route  
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# Thank you!

Do you have any questions?  
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