ECF gratefully acknowledges financial support from the European Commission.

EuroVelo Strategy 2030

NECC Meeting 2019 – 24 June 2019
Dublin, Ireland
Overview

1. Introduction – what has happened to date
2. Current draft
   a) Objectives
   b) Route network
   c) Services
   d) Marketing and communication
   e) Monitoring and impact assessment
   f) Organisation
   g) Financial affairs
3. Discussion
4. Next steps
What has happened?

- **September 2018**: Annual NECC/Cs Meeting
- **February 2019**: Workshop, consultation, EuroVelo Council Meeting
- **Spring 2019**: ECF Board
- **June 2019**: Annual NECC/Cs Meeting
- **Autumn 2019**: ECF Board

Dates:
- November, December 2018
- February 2019
- March 2019
- June 2019
Objectives for today

• To get your opinion about the draft strategy
• Define the necessary changes (if any)
• Send a clear signal to the ECF Board about the direction the NECC/Cs would like to go
Objectives of EuroVelo

• Reduce the CO2 emissions of the transport and tourism sectors
• Reduce the negative impacts of overtourism
• Increase the positive social-economic impact of cycling
• Solid organisational and financial basis for EuroVelo
Route network

- Improved quality of the network
Route network

• More geographically balanced EuroVelo network
Services

- Increase the number of cyclists using public transport to reach / within EuroVelo routes
Services

• Cycle friendly service schemes well known and liked in Europe
Services

• Successful bookable offers covering the whole network

Rhine Route Arnhem - Rotterdam

<table>
<thead>
<tr>
<th>FROM</th>
<th>499 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>DURATION</td>
<td>6 days</td>
</tr>
<tr>
<td>DIFFICULTY</td>
<td>Easy</td>
</tr>
<tr>
<td>ELEVATION</td>
<td>Flat</td>
</tr>
<tr>
<td>TOUR TYPE</td>
<td>Self-guided</td>
</tr>
<tr>
<td>FOR</td>
<td>Rideable with children</td>
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A varied route past historical places, beautiful fortified cities and typical Dutch polder landscapes. The cycling route will take you from Arnhem to historical towns such as Oosterbeek, Wijk bij Duurstede, Buren, Gorinchem and Dordrecht, past typical polder landscapes and ends in Rotterdam. Possible highlights of the tour include the Airborne Museum Hartenstein, Doorwerth Castle, Loevestijn Castle, National Park the Biesbosch, the mills of Kinderdijk and the final destination Rotterdam.
Marketing and promotion

• More attractive and frequently visited EuroVelo web solutions

• Strengthening the visibility of EuroVelo on printed and downloadable tools
Monitoring and impact assessment

• Usage monitoring, research and impact assessments generating evidence for more and better investment in cycling

• Improved route monitoring providing up-to-date information for promotion and development
## Organisation

<table>
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<th>2. Self-governing through delegated power</th>
<th>3. Independent</th>
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Financial affairs

• Estimated operating budget €1.2 – 1.4 million p.a.

• Fundraising – increase and diversify financial sources (advertisements, individual donations, support from foundations and CSR schemes).
C. Discussions

• Does anyone have any questions?
• What do people think about the draft EuroVelo Strategy 2030?
• Would anyone like to propose some amendments?
• What is missing at the moment (e.g. KPIs)?
D. Next steps

• Non-binding vote on any proposed changes.

• Non-binding vote on whether the Annual NECC/Cs Meeting supports the Draft EuroVelo Strategy 2030.

• Adoption of the final version of the EuroVelo Strategy 2030 after the adoption of the ECF Overall Strategy
Thank you!

www.ecf.com

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