ECF gratefully acknowledges financial support from the European Commission.

EuroVelo Communication, Web and Integrated IT Solution Workshop
Workshop content

2. New developments: EuroVelo Integrated IT Solution
3. Where do we want the EuroVelo Communication and Web strategy to be?
EuroVelo
Communication and
Web Strategy
COMMUNICATION STRATEGY

Based on the subsidiarity principle:

**ECF** offers at European level ‘**overview information**’ about the EuroVelo network (route and countries) and other **transnationally relevant information** such as: bookable offers, printed materials, events, etc. of the interest of **end users**.

**NECC/Cs** deliver detailed information.
OUR TOOLS

Focus on end users:

• EuroVelo.com
• EuroVelo route apps
• Social Media
• EuroVelo map

Focus on professionals:

• EuroVelo.org
• Guides and manuals
• Social media
• Newsletter
• Conference, trainings
• (Survey app)
CHALLENGES

Challenges of the current situation:

• Several databases to store information (EuroVelo.com, EuroVelo.org, Route Overview Database, EuroVelo printed map, etc.)

• Excessive manual work and duplications

• Risk of not being competitive enough (web portals started to offer detailed information for whole Europe)
WHAT ARE THE MAIN CHALLENGES YOU EXPERIENCE AS A NECC/C?

• E.g. When you need to update information on EuroVelo.com (text, pictures, maps, etc.)

• E.g. When you need to update your country information on the EuroVelo Overview Route Database

• E.g. When you need to provide of data/input to the EuroVelo Management Team in Brussels (EuroVelo printed map update, etc.)
New developments: EuroVelo Integrated IT Solution
EuroVelo Integrated IT Solution

Background

Objectives:

• Integrated system for all EuroVelo IT tools: Database, GIS, webs (EuroVelo.com and EuroVelo.org, apps, etc)

• Improve the effectiveness of EuroVelo Management Team, NECC/Cs and other partners when providing or consulting data

• Improve the experience of end users/professionals when accessing EuroVelo communication platforms
Process and next steps

- **January 2018**: Call for Tenders
- **March 2018**: Appointment and contract
- **Spring/summer 2018**: Development
- **September 2018**: Annual NECC/Cs Meeting
- **December 2018**: Delivery
- **Early 2019**: Public Presentation

- Consultation NECC/Cs
- Available online January 2019
- NECC/Cs Check information is correct
- ITB Berlin 2019
New EuroVelo.com
6 Essential Tips to Help You Prepare for Your First Cycling Holiday

Are you excited about your very first cycling holiday? That’s good, because we have some tips to share with you about cycling abroad and how to make the best out of your experience.

Discover Greece’s beautiful EuroVelo routes

July 11, 2019

EuroVelo cyclists visiting Greece will be delighted to discover its beautiful routes and unique landscape. A new website launched recently by the Greek National EuroVelo Coordinator “Cyclists For Cycling”.

Cycling and Tourism: a win-win combination for riders and local economies

Today

Every day during the summer months, cyclists can be seen moving their way up the roads that connect to the summit of Mont Ventoux in the South of France. Riders from across the world travel to this part of Provence to make the most of its trade routes on the Tour du France. Those riders may spend the night in some hostels and at some restaurants, or at one of the numerous bicycle shops to be found in the villages at the base of the mountain.

How to find the EuroVelo 5 – Via Romea Francigena in Belgium?

May 14, 2019

Arriving from France and heading back towards Luxemburg or via East, the EuroVelo 5, also known as the Via Romea Francigena, crosses all three Belgian regions: Walloons, Flanders and the Brussels-Capital region (over about 400 km) and is divided into 10 sections. Each makes a brief progress report with regard to the routing.
Example EuroVelo 13: Germany

Iron Curtain Trail

For almost half a century, Europe was forcibly divided into East and West. EuroVelo 13 retraces the "Iron Curtain," a border stretching from the Baltic Sea to the Black Sea. Following this route for more than 3,600 km is a living history lesson but also provides a welcome reminder of the miniscule distances that are followed by the "Y" curve. As the border "ends," so does the Iron Curtain Trail. It continues on.

6 Essential Tips to Help You Prepare for Your First Cycling Holiday

Discover Greece's beautiful EuroVelo routes

Lorem Ipsum Dolor Sit Amet Consectetur
Lorem Ipsum Dolor Sit Amet Consectetur
Lorem Ipsum Dolor Sit Amet Consectetur
Where do we want the EuroVelo Communication and Web strategy to be?
Request to NECC/Cs

• Provide the most up to date and accurate GPS track of the EuroVelo routes in your country that we can store in the ECF database.
• Let us know if you would like to make this data publicly available for download from the main EuroVelo.com website (YES / NO ).
• Which level of access would you like to deliver visitors for your data (Open Street Maps):
  • 100km accuracy to 100m accuracy
  • 100km/50km/30km/10km/5km/3km/2km/1km/500m/300m/100m.
Responses from NECC/Cs and partners

Contacted: 36 countries

- 72% Inputs
- 28% No inputs
Responses from NECC/Cs and partners

Data publicly available to download (GPX)
- Yes
- No for the moment

Level of access (map solution)
- 100m
- 300m
- 500m
- 1000m
- 2km or more
Mapping level of access meaning

- 100km/50km/30km
Mapping level of access meaning

• 10km/5km/3km/2km
Mapping level of access meaning

• 1km/500m/300m/100m
Workshop

Which level of access can you deliver to the visitors for your data (and guaranty that you can keep it up to date)?

Which level of access would you like to deliver to the visitors for your data?
ECF gratefully acknowledges financial support from the European Commission.

Thank you