EuroVelo Workshop
Transnational Long-Term Management Systems

Jesús Freire, Business Development Director
INTRODUCTION

1. Introduction to the transnational Long-term Management Systems (LTMS)

2. Existing LTMS: the successful example of the EuroVelo 15 – Rhine Cycle Route transnational cooperation

3. Further LTMS – new opportunities for transnational cooperation
INTRODUCTION TO THE TRANSNATIONAL LONG-TERM MANAGEMENT SYSTEMS
GOVERNANCE

National Routes

Regional Routes

Local Routes
GOVERNANCE

- ECF – EuroVelo management team and EuroVelo Council

- National EuroVelo Coordination Centres and Coordinators (NECC/Cs) and National EuroVelo Contact Points
  - Project partners on route development projects and long term management of transnational routes (NECC/Cs, project partners, etc.)
  - National Route Itinerary Committees (NECC/Cs, regions, etc.)
INTRODUCTION

Activity levels:

1. **Trans-national** – the LTMS is only dealing with transnational activities

2. National and “state” level
   - National EuroVelo Coordination Centres and Coordinators (NECC/Cs)
   - Route Itinerary Committees

3. Local level
EXISTING TRANSLATIONAL LONG-TERM MANAGEMENT SYSTEMS:

The success story of EuroVelo 15
EuroVelo 15 - Rhine Cycle Route
2.3 Million Euro investment on the trans-national level – DEMARRAGE project (2011 – 2014)
2,3 Million Euro investment on the trans-national level – DEMARRAGE project

The model for the LTMS has to ensure the following:

• operational effectiveness
• ability to assume responsibilities on transnational level
• financial risks and liability
• cost effectiveness
• durability
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EuroVelo15: a sustainable transnational cooperation


- All regions and countries committed – financially as well

- ECF – appointed as secretariat
Categories of the tasks:

• **Must have** – the yearly contribution of the partners should cover

• **Nice to have** – additional resources are needed to implement them
Group of task activities:

- Route infrastructure
- Public transport
- Services
- Marketing, promotion, communication
- Usage monitoring, evaluation
- Organization
EuroVelo15: a sustainable trans-national cooperation

Route infrastructure activities

Must have tasks:
• Coordination of the itinerary on trans-national level
• Coordination of the signing systems on the trans-national level
• Monitoring the implementation of the Action Plan

Nice to have task:
• Organization of the working group route infrastructure
EuroVelo15: a sustainable transnational cooperation

Public transport activities

Nice to have task:

• Keep the information updated about the cross-borderer public transport opportunities (just the connections, links, not the timetable!)
EuroVelo15: a sustainable transnational cooperation

Services - transnational network of businesses and entrepreneurs' activities

**Must have task:**
- Collection of information related to the services

**Nice to have task:**
- Organization of 2 regular meetings annually for the services working group
Must have tasks:

• Operation of the Rhine Cycle Route web portal
• Search engine integration optimalisation
• Activities to involve users on the web
• Press work (press releases)
• Flyer
• Touristic information on transnational level

Nice to have tasks:

• Promotion of “Rhine Cycle Summer”
• Coordination of the presentations on fairs
• Organization of the working group marketing - promotion - communication
Usage monitoring, evaluation activities

Nice to have task:
• Yearly usage monitoring and economic impact report
Organizational activities

Must have tasks:
• Internal communication
• Coordination of the financial for the transnational activities
• Organizational tasks

Nice to have tasks:
• Lobby on the trans-national level

EuroVelo15: a sustainable transnational cooperation
The financial contribution depends on the tasks selected!

- 2,000 Euro basic fee per Region/country
- 8.5 Euro/km

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Results: web statistics

**EUROVELO 15**

771,105 pageviews

- Germany: 36,782
- France: 61,782
- Netherlands: 115,538

**visitors by country**

**language choice (sessions)**

**THE BIG PICTURE**

Combined together, this year, EuroVelo websites received

5,340,997 PAGEVIEWS

- 26.5% last year

1,169,309 NEW UNIQUE VISITORS

- 28.8% last year
Results: (ADFC Bicycle Travel Analysis 2017)

3rd most popular long-distance cycle route in Germany in 2017!

3 positions up in one year!
NEW route in the top ten of the most popular long-distance cycle routes for Germans abroad

Position: 8
Results:
(ADFC Bicycle Travel Analysis 2017)

FUTURE:
´Notable climbers among the most popular long-distance cycle routes are the Rhine Cycle Route...´
Existing Long Term Management Agreements

Rhine Cycle Route

Meuse Cycle Route
Upcoming Long Term Management Agreements

MED CYCLE TOUR
EuroVelo 8 – Mediterranean Route

Biking South Baltic!
EuroVelo 10 – Baltic Sea Cycle Route

Atlantic on Bike
EuroVelo 1 – Atlantic Coast Route

EuroVelo 3 – Pilgrims Route
Steps towards a LTMS:

1. Define ‘ideal’ situation: wish lists of task to be carried out in the frame of a long-term management agreement for the EuroVelo route
2. Define ‘must have’ activities and ‘nice have’ activities
3. Name the consortia “members” and appoint a Secretariat
4. Define final list of tasks and financial contributions
5. Install LTMS for the EuroVelo route – draft and sign an agreement
NECC/Cs role:

• NECC/Cs are the preferred partners for LTMS (1 partner per country)

• LTMS as an opportunity to improve financial sustainability of NECC/Cs

• Tool to improve National Coordination and route development
QUESTIONS?
THANKS!

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