

Oekolampad Centre
Allschwilerplatz 22, Basel, CH
19th September 2014
Moderator: Mr. Tim Schlueter

“Cycling without borders”, Lessons from the DEMARRAGE – EuroVelo 15 – Rhine Route Project. Outbound capitalisation in the frame of the EuroVelo - Greenways Cycling Tourism Conference.

Agenda

Time	Topic	Speakers
9.00 – 10.30	Opening plenary: Cycling Tourism in the political and economic agenda	<p>Sjaak Kamps, EURegio Rhein-Waal - Lessons from the Demarrage Project</p> <p>Ilona Lelonek Husting, European Commission, DG Enterprise - EU Funding for Tourism 2014-2020</p> <p>Roberta Calcina, Interreg South East Europe – Cycling and the 2014-2020 Interreg funding period.</p> <p>Fredi von Gunten, SchweizMobil, Switzerland – Switzerland’s integrated mobility, a model for Europe</p>
10.30 – 11.15	Presentation of the project results – Round table discussion involving :	<p>Claudia Schwarz, Romantischer Rhein Tourismus, Germany - transnational marketing</p> <p>Lukas Stadtherr, VeloBuero, Switzerland – Corporate design, signposting.</p> <p>Sally Friedrich, EURegio Rhein-Waal – Business panels</p> <p>Ádám Bodor, European Cyclists’ Federation (ECF) – Long Term Management and the European Certification Standard</p>
11.15 – 11.45	Coffee break	

11.45 – 13.00

Long term management and financing follow-up activities

Martyn Brunt, Sustrans, UK – The benefits of well developed monitoring processes.

Agathe Daudibon, Départements et Régions Cyclables, France – Using Rural development funds in cycling projects - 3 case studies

Christian Weinberger, EuroVelo Coordination/Ecoplus, Austria – EuroVelo 9 financing and development.

13.00 – 14.30

Lunch-break

Free conversation with the speakers at themed tables.

14.30 – 16.00

Products for cyclists, routes for cyclists

Mercedes Muñoz, European Greenways Association (EGWA) – Accessible tourism

Patrick Jansen, Probos, Netherlands – MTB Trail building and nature conservation values

Azucena Roa & Pedro Conde, Deporventura, Spain – Discovering central Asturias through its greenways.

Dany Heck, Tourismusagentur Ostbelgien, Belgium – Vennbahn, an award-winning cycle route product

16.00-16.45

Coffee break

16.45 – 17.30

Promotion and communication

Daniel Mourek, Nadace Partnerství, Czech Republic - EuroVelo13, tours in historical context

Gerard Darnés, Vies Verdes de Girona, Spain – Transnational Marketing for the PiriNexus route

Jesper Poerksen, VisitEastDenmark, Denmark – The Copenhagen– Berlin bikeway, an integrated bike experience for long distance cyclists and day tourers.

17.30-17:45

Closing words

Gilbert Perrin, EGWA and **Bernhard Ensink**, ECF

18.00

Start of Evening programme – City Tour