

# CHANGING GEAR

25 APRIL  
2019



Co-funded by the COSME programme  
of the European Union



Kongernes Jelling  
Nationalmuseet  
National Museum of Denmark



## Reducing the impacts of visitor travel on cultural and heritage sites

Increased leisure time has led to growth in the demand for visits to cultural heritage sites. In the frame of the ongoing EuroVelo 3 – Pilgrims Route project, co-funded by the COSME Programme of the European Union, we are organising a workshop to look at how this increased demand can be balanced with the conservation needs of the site through the promotion of cycling. **Registration is free!**

Programme agenda for the Workshop held at the World Heritage Site of Jelling in Denmark:

● 8:20 - 9:00 **Coffee/registration**

● 9:00 - 9:15 **Welcome**

● 9:15 - 10:00 **Project & introduction to the day**

● 10:00 - 11:00 **Identifying the issues (part 1)**

- The Jelling Case  
Morten Teilmann Jørgensen (Kongernes Jelling)

● 11:00 - 11:30 **Coffee break & networking**

● 11:30 - 11:50 **Identifying the issues (part 2)**

- A Users' Perspective  
Henrik Lythe Jørgensen (Dansk Cykelturisme)

● 11:50 - 12:30 **Finding solutions**

- Enabling Behaviour Change  
Richard Weston (University of Central Lancashire)

● 12:30 - 13:30 **Lunch break & networking**

● 13:30 - 14:30 **Case studies**

- Jakub Ditrich (Grand Tour Czech)
- Kris Rockele (Provincie Antwerpen)
- Richard Weston (University of Central Lancashire)

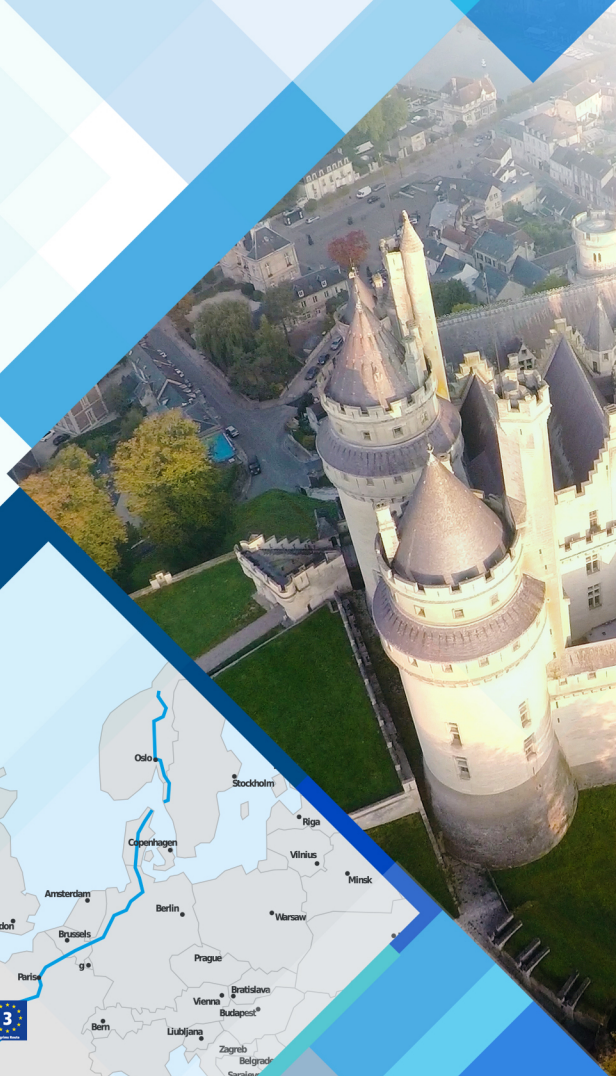
● 14:30 - 15:00 **Workshop (round tables)**

● 15:00 - 15:15 **Wrap up & closing**



**Registration for the Workshop is open.**

You can register by emailing [mtj@natmus.dk](mailto:mtj@natmus.dk)  
with the title 'Changing Gear Workshop'



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