



EuroVelo 10 Partnership

A proposal for a Multiannual Action Plan



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European Cyclists' Federation, Belgium

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**BALTIC
BIKING
UPGRADE**





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1. Introduction

This document is developed in the framework of the [Baltic Biking UPGRADE \(BBU\)](#) project, co-financed by the [Interreg South Baltic Programme](#) and realised in 2023-2026.

It introduces a proposition for a EuroVelo 10 Partnership for the long-term management and development of [EuroVelo 10 – Baltic Sea Cycle Route](#) after the project's end, with a specific focus on the South Baltic Area.

The objective is to build on the legacy of the previous EuroVelo 10 EU co-funded projects and to keep the momentum going by planning future activities to carry out together after the project's end.

EuroVelo Route Partnerships are agreements between organisations, usually institutional bodies, representing different countries and/or regions crossed by a EuroVelo route that put resources in common to collectively work on developing and promoting the common transnational route. This deliverable intends to be a vision document fuelling discussions about how to continue the cooperation maintaining former activities and new ones.

This governance model was proposed by the European Cyclists' Federation (ECF) for the first time in 2015, focusing on the development and promotion of a specific EuroVelo route. It followed a very successful EU co-funded project with the objective to maintain its benefits over time. This type of cooperation agreement has proved to bring excellent results for several EuroVelo routes, including targeted promotional activities leading to higher visibility.

In a first part, this document introduces some contextual elements, making the link with the [EuroVelo 10 Development Strategy 2020-2030](#) (published in the framework of [the Baltic South Biking! \(BSB!\) project](#), co-funded by the Interreg South Baltic programme), establishing the progress made since its publication, and sharing recent information on EuroVelo 10 route quality.

After the background elements, this document dives into the characteristics of a EuroVelo Route Partnership, the different financing and governance models, applying it to the EuroVelo 10 case. A Multiannual Action Plan is proposed as a basis for discussions with EuroVelo 10 key stakeholders with the final objective to sign a EuroVelo 10 Partnership.

Finally, examples of successful EuroVelo Route Partnerships are presented along with some key data related demonstrating the potential economic impact of cycling tourism and EuroVelo 10, giving more arguments in favour of a EuroVelo 10 Partnership.

This document was elaborated by the [European Cyclists' Federation](#), Belgium, and prepared with the support and feedback of the BBU project partners:

- [Pomorskie Tourist Board](#), Poland (Lead Partners)
- [Westpomerania Regional Tourism Organisation](#), Poland
- [Visit Lolland-Falster](#), Denmark
- Danish Cycling Tourism, [Dansk Cykelturisme](#), Denmark

- [Klaipeda Region Association](#), Lithuania
- [Region Blekinge](#), Sweden
- Swedish Cycling Advocacy Organisation, [Cykelfrämjandet](#), Sweden
- [City of Barth](#), Germany

The associated partners of the BBU project are:

- [Pomorskie Voivodeship](#), Poland
- [Zachodniopomorskie Voivodeship](#), Poland
- [Polish Tourism Organisation](#), Poland
- [Warmia and Masuria Tourist Board](#), Poland
- [Visit Denmark](#), Denmark
- [Finnish Cyclists' Federation](#) / [The Finnish Center for Cycling Tourism](#), Finland
- [Citybike Ltd.](#), Estonia
- [Vidzeme Tourism Organisation](#), Latvia
- [Larsson Bike](#), Denmark
- [Jan-Pol](#), Poland
- [JSC Baltic Bike Travel](#), Lithuania

2. Context

EuroVelo, the European cycle route network

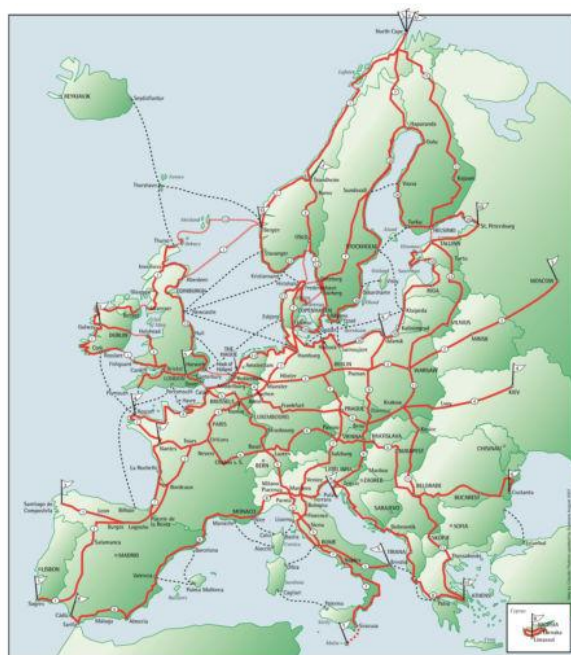
EuroVelo is the European cycle route network that crosses and connects Europe for over 90,000 km. The initiative is managed at the transnational level by the European Cyclists' Federation (ECF) in cooperation with [National EuroVelo Coordination Centres](#).

The main objective of the [EuroVelo Strategy 2030](#) is a “*fully developed and high quality European cycle route network, which is well-connected to national, regional and local cycle route networks and other sustainable modes of transport, driving further increases in everyday cycling and cycling tourism*”.

Since the EuroVelo project was launched in 1997, it has gained significant interest with over [2,5 million sessions on the EuroVelo website in 2023](#) and [significant positive usage evolution](#) in the last years. EuroVelo is now a well-known and established brand.

In 2012, a [European Parliament study](#) estimated that EuroVelo could generate **seven billion of euros of direct revenue** yearly if developed as a European transport and tourism network. There has not been any other study estimating the economic impact of cycling tourism in Europe and of EuroVelo since then but, we can positively assume that this impact has considerably grown considering the rising trend of cycling tourism.

[EuroVelo 10 – Baltic Sea Cycle Route](#) was part of the first twelve routes designated when the EuroVelo project was officially launched in 1997.



Twelve international cycle routes to
change the face of Europe

EuroVelo® is a registered trade mark of the European Cyclists' Federation

North - South Routes:

- ① Atlantic Coast Route: North Cape ↔ Sagres 8,186 km
- ② Pilgrims Route: Trondheim ↔ Santiago de Compostela 5,122 km
- ③ Via Roma Francigena: London ↔ Rome and Brindisi 3,900 km
- ④ The Sun Route: North Cape ↔ Malta 7,305 km
- ⑤ Baltic Sea to Adriatic Sea (Amber Route): Gdańsk ↔ Pola 1,830 km
- ⑥ East Europe Route: North Cape ↔ Athens 5,984 km

West - East Routes:

- ⑦ Capitals Route: Galway ↔ Moscow 5,500 km
- ⑧ Central Europe Route: Roscoff ↔ Kiev 4,000 km
- ⑨ Rivers Route: Atlantic ↔ Black Sea 4,448 km
- ⑩ Mediterranean Route: Cadiz ↔ Athens and Cyprus 5,888 km
- ⑪ Baltic Sea Cycle Route: Baltic Sea Cycle Route 7,880 km
- ⑫ North Sea Cycle Route: North Sea Cycle Route 5,832 km

Total network: 66,175 km

EuroVelo 10 is now a circular route of over 9,000 kilometres connecting nine countries around the Baltic Sea. The diverse route offers cyclists stunning coastal landscapes, rich cultural heritage, and warm hospitality across Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, and Sweden. It crosses five capital cities and famous Hanseatic towns like Gdańsk and Lübeck, providing a variety of cultural highlights.

Launch of the Baltic Biking UPGRADE project

The Baltic Biking UPGRADE (BBU) project is a logical continuation of [the Baltic South Biking! \(BSB!\) project](#), co-funded by the Interreg South Baltic programme and realised in 2017-2019. The BSB! project aimed at raising the attractivity of EuroVelo 10 – Baltic Sea Cycle Route from Copenhagen (DK) to Gdańsk (PL) and laid the groundwork for further development of the Baltic Sea Cycle Route, thoroughly described in the [EuroVelo 10 Development Strategy 2020-2030](#) elaborated in the framework of the BSB! project.

The main objective mentioned in the EuroVelo 10 Development Strategy 2020-2030 is to **develop and maintain “the Baltic Sea Cycle Route as a leading European cycle tourism product of the EuroVelo network”**. The vision set for 2030 for EuroVelo 10 involves “the increasing of comfort, safety, and satisfaction of cyclists on the route through developing of the infrastructure, services, and marketing of the route with accordance to the EuroVelo standards” as well as the “improvement of the route accessibility and establishing of the long-term route stakeholders’ cooperation framework”.

The Baltic Biking Upgrade (BBU) project application was drafted in light of this Strategy, with a work package dedicated to strengthening the strategic development and management of EuroVelo 10. The activities of this work package, including this deliverable, are supposed to lead to the achievement of a **key objective of the Strategy: “to establish a permanent network of route stakeholders” working together on the basis of a long-term agreement “that provides the full cooperation, coordination, monitoring, and integration of the route development initiatives - and actors”** (p. 17, “Vision of the Baltic Sea Cycle Route [EuroVelo 10] in 2030”).

The first activities of this work package were the development of a targeted presentation to demonstrate the potential of EuroVelo 10 in the South Baltic Area and the need for transnational management to key stakeholders, along with the identification of potential partners.

In 2024-2025, a major data collection on EuroVelo 10 route quality took place, with field surveys being conducted with the European Certification Standard methodology in all five countries represented in this project. National Route Evaluation Reports will be released in December 2025.

This document follows logically, introducing a proposal for a EuroVelo 10 Partnership and its Multiannual Transnational Action Plan to strengthen EuroVelo 10 visibility for the benefit of bicycle-friendly products and offers in the South Baltic Area.

This document will be discussed at the Baltic South Region-wide expert conference with EUSBSR Policy Areas Tourism and Transport and the final project conference. A EuroVelo 10 multistakeholder platform will also be launched in order to facilitate the continuation of discussions.

EuroVelo 10 Development Strategy – Mid-term review (2019-2025)

As the Strategy was released already six years ago, a short review of the progress made since its publication gives some contextual background for the elaboration of a EuroVelo 10 Partnership. It also gives some hints on which activities must be prioritised to achieve the final vision of the Strategy.

Since 2019, considerable progress has been made in terms of infrastructure developments, cycling-friendly services, and promotion and marketing efforts.

A key milestone was reached in 2022 with the development of a new feature on the EuroVelo 10 official website: the [download of GPX tracks](#). After the development of the EuroVelo Route Planner, the GPX tracks were even made available under an open-data license. Since 2020, the official itinerary has been more clearly defined thanks to the efforts of the EuroVelo Management Team in cooperation with National EuroVelo Coordination Centres (NECCs) and national contact points. Stronger ties have been consolidated with different contact points and there are positive prospects for the establishment of a [National EuroVelo Coordination Centre](#) in various Baltic countries. This project has a wider geographic scope than the previous one, making it already a big success.

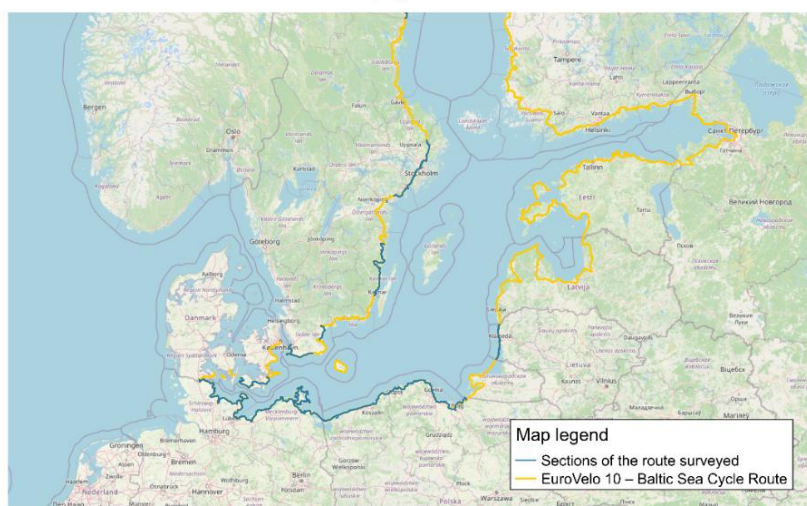
In regard to **marketing and communications**, EuroVelo.com/EV10 was confirmed as the official EuroVelo 10 website and is being further improved and developed in the framework of the BBU project. More cycling-friendly services schemes are listed and updated on the dedicated page for users on EuroVelo.com and ECF has started to collect data on cycling-friendly services labels in order to better evaluate the growth of the sector.

A qualitative cycle route: key findings of the ECS surveys

As part of the BBU project, on-field surveys have been conducted in Denmark, Germany, Poland, Lithuania and Sweden between July 2024 and June 2025 with the [European Certification Standard methodology](#). They allowed to assess the evolution of the route's quality in the past years, as ECS surveys were already conducted in 2017 in the framework of the BSB! project in Denmark, Germany and Poland. For the first time, ECS surveys also took place in the Southern part of Sweden and in

Lithuania thanks to the BBU project. In total, more than 2,600 km of EuroVelo 10 have been surveyed with some positive preliminary results. Additional ECS surveys have been conducted in [Estonia](#), [Finland](#) and [Sweden](#) in the framework of the [Bike Across the Baltic](#) project (Interreg Baltic Sea Region programme). They are not represented on the below map but reports are available on the project website.

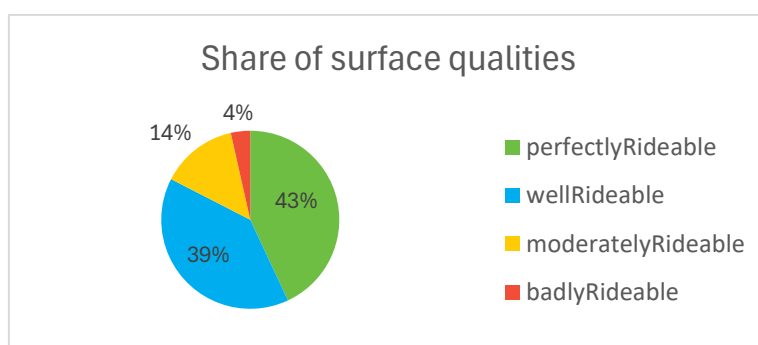
ECS surveys of EuroVelo 10 – Baltic Sea Cycle Route in the framework of the Baltic Biking UPGRADE project in 2024-2025



An impressive achievement has been reached as the whole route in Poland is now signed with EuroVelo signs and signs have been also installed in Denmark. It is still a work in progress in Lithuania as some signs were set up but they do not respect the [EuroVelo Transnational Signing Manual](#). There are no EuroVelo signs yet in Sweden and Germany, but national signage can be followed on the majority of the itinerary surveyed.

Among the main takeaways, the surveyed route provides excellent continuity with only few obstacles that would oblige cyclists to dismount and mostly follows traffic-free or low-traffic roads (more than 90%). This shows a very positive evolution compared to the last surveys in 2017-2018. On top of that, almost half of the surveyed route is now on fully segregated route components (greenways, cycle and pedestrian path or cycle path).

Another highlight is the surface quality, as 82% of the surveyed sections were either perfectly or well rideable (compared to 75% in 2017 for a shorter length). This is a considerable positive evolution and shows the high quality of EuroVelo 10 in the South Baltic Area.



There are also many cultural and natural attractions to be found along the route, museums, and even UNESCO sites as the Curonian Spit, the Malbork Castle, the Słowiński National Park, the old harbour of Wismar, the old town of Lübeck, and the Hanseatic cities of Stralsund and Karlskrona.

Accommodation and food can be found regularly on the majority of the surveyed route, with a range of services labelled cycling-friendly, meeting the specific needs of cyclists.

According to the European Certification Standard criteria, the surveyed stretch of EuroVelo 10 cannot be certified yet, mainly due to a lack of EuroVelo signage, and a few badly rideable sections or with high or very high traffic. Some obstacles and dangerous crossings would also require safety improvements. The EuroVelo Certification represents a strong marketing argument for promotion and visibility of a EuroVelo route. The different regional and national reports allow to identify priorities for investments to further develop the route, including recommendations for route infrastructure improvements. Preparing action plans and keeping track of improvements could pave the way towards a successful EuroVelo Certification in the future.

Overview of length of the route surveyed in each country:

| Country | Length |
|-----------|----------|
| Sweden | 628 km |
| Lithuania | 105 km |
| Poland | 585 km |
| Germany | 1,153 km |
| Denmark | 157 km |
| TOTAL | 2,628 km |

3. EuroVelo 10 – Baltic Sea Cycle Route - an opportunity to seize

EuroVelo, a well-established brand and cycling tourism product

EuroVelo was launched in 1997 after discussions between representatives of member organisations of the European Cyclists' Federation (ECF) to create a European cycle route network. After 27 years of existence, EuroVelo now consists of 17 EuroVelo routes, crossing 39 countries¹. EuroVelo® is a European success story as it became the largest transnational cycle route network and a well-known and widely recognised brand.

¹ As of June 2025.

According to the [EuroVelo Route Development Report 2024](#), 67% of the network is now ready to cycle (60,000+ km) and 39% is signed with EuroVelo signs (35,500+ km).

The [EuroVelo Digital Statistics Report 2023](#) shares some impressive figures of 2,5 million web sessions on EuroVelo.com in 2023 and continuous growth over all official EuroVelo social media channels, demonstrating the increased online interest for the EuroVelo network.

To complete the picture, the [EuroVelo Usage Barometer 2024](#) reported an increase of 10.3% of bike counts on EuroVelo routes in 2024 compared to 2019, showing that the online interest match the increase usage on the ground.

On the business side, the first-of-the-kind [Cycling Tour Operators Industry Study](#) was conducted and released in 2024 with the main takeaway being that the market is fast-growing:

“Cycling is consistently highlighted as a trending activity in adventure travel industry research and conversations. This includes increasing numbers of guests and revenue, with 88% expecting the same or higher guest volume, and 86% of respondents expecting the same or higher revenue in 2024 over 2023, and also increases in various disciplines.”

All of the latest key figures and useful resources to monitor the growth of the European cycle route network can be found on the [EuroVelo Data Hub](#).

The growing economic impact of cycling tourism

The most important study concerning the economic impact of cycling tourism in Europe was conducted in 2012 by the European Parliament. Even if the study was prepared and released more than ten years ago, it remains relevant considering that the cycling tourism sector has only been growing since then. It remains a major reference in the cycling tourism industry.

“A model has been developed that uses fractions of existing tourism flows within Europe to estimate the value and volume of cycle tourism. There are an estimated 2,295 million cycle tourism trips in Europe with a value in excess of €44 billion per annum. This is the estimated sum total of domestic and international cycle tourism trips. The number of cycle overnight tourists is 20.4 million spending around €9 billion annually.”

In particular, this [study](#) made a specific analysis of the impact of the EuroVelo network and estimated that EuroVelo could generate **seven billion of euros of direct revenue** yearly if developed as a European transport and tourism network. Given that the network has undergone considerable route development and improved in terms of quality, we can safely say that this impact has increased significantly.

The ADFC-Radreiseanalyse (Bicycle Travel Analysis) is one of the main references for the cycling tourism market in Europe. It is now released yearly by ADFC, the [German National Bicycle Club](#) and member of the National EuroVelo Coordination Centre. The latest report, [ADFC-Radreiseanalyse](#) 2024, is based partly on the survey of 16,000 respondents and provides important insights into the market:

- 37 million people – **more than half of German adults** – cycled during their holidays or as part of a day trip in 2023.
- Six EuroVelo routes appear in the top ten of the most popular cycling routes. **At the third position is the Ostseeküstenradweg, the German name for EuroVelo 10 – Baltic Sea Cycle Route**, demonstrating the high attractivity of the route.
- Cycling tourists on short trips spend an average of **€130 per day** for a total of **€2-3 billion**, while those on longer trips spent **€117 per day** on average, with an estimated total of **€6-7 billion**. The **average day-tripper** spends €32 (without accommodation costs) and represents the segment with the **highest economic impact, estimated to be €14-15 billion**.

Another recent study focusing on the Dutch cycling tourism market was released by [Stichting Landelijk Fietsplatform](#) in 2025. It gives the impressive estimate of 1.8 billion of euros of economic impact per year of cycling tourism in the Netherlands. For comparison, the tourism market in Netherlands has been evaluated to reach 11.3 billion of US dollars in 2025 according to [Statista](#), demonstrating the significant impact of cycling tourism.

In the Netherlands, it has been estimated that a recreational cyclist completes 50 trips per year, with an average length of 23 km. This is consistent with the ADFC study indicating the significant impact of day trippers.

Studies demonstrating growing economic benefits of different EuroVelo routes:

Several studies have already been conducted on the economic impact of different developed sections of the EuroVelo routes. Some of the most recent studies, carried out in France, reveal impressive figures.

In 2022, the French Grand-Est Region conducted [a survey of touring cyclists following EuroVelo 19 – Meuse Cycle Route](#) (national brand of *La Meuse à vélo*), with the support of local tourism offices and service providers labelled *Accueil Vélo*. They estimated 246,000 cyclists on EuroVelo 19 in the region, with an estimated economic impact of €10.2 million, meaning €22,800 direct revenue/km/year. Indeed, their average daily expenditure was €72 per day on EV19. They mention the importance of developing a strong cycling friendly label guaranteeing qualitative services along the route.

The French section of EuroVelo 1 – Atlantic Coast Route, called *La Vélodyssée*, has also been estimated to generate 125M€ direct revenues per year, with an equivalent of €98,000 of direct revenue/km/year.

Finally, [EuroVelo 4 – Central Europe Route in France \(La Vélomaritime\)](#) has been estimated to generate 47.7M€ of economic impact per year, with 165,000 itinerant cycle tours and a share of 34% of international tourists.

These successful routes are coordinated at national level by committees responsible for pooling resources to ensure the quality of infrastructure, services, marketing and promotion, developing strong, recognised brands.

Focus on EuroVelo 10 – Baltic Sea Cycle Route and the South Baltic Area

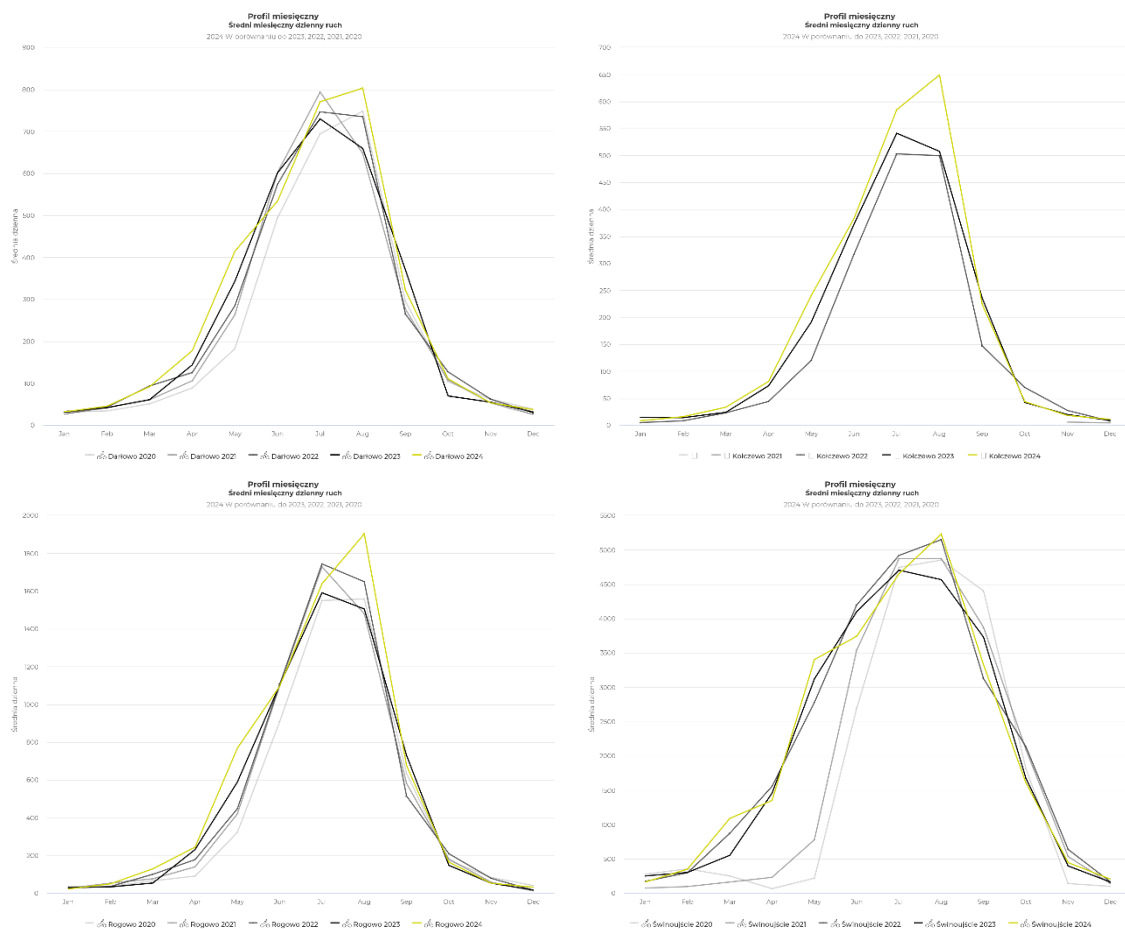
The [EuroVelo Digital Statistics Report \(2024\)](#) ranked EuroVelo 10 – Baltic Sea Cycle Route at the 12th place in terms of number of web sessions out of 17 EuroVelo routes, with 27,557 sessions and 22,637 web visitors in a year. EuroVelo 10 therefore holds considerable potential for growth. This observation is reinforced by the main conclusions of the [2024 EuroVelo Usage Barometer](#), a joint publication of ECF and Eco-counter. The report demonstrates that EuroVelo 10 had the highest usage growth in 2024 among EuroVelo routes with 15 counters or more with +6.3%:

TRAFFIC ON INDIVIDUAL EUROVELO ROUTES
CHANGE 2024 VS 2023, SORTED BY FULL WEEK %

| | FULL WEEK | WEEKDAYS | WEEKENDS | # OF ECO-COUNTER SITES | ROUTE LENGTH |
|-------------|-----------|----------|----------|------------------------|--------------|
| EuroVelo 11 | +11.8 | +11.9% | +11.3% | 14 | 6,794 km |
| EuroVelo 9 | +10.2 | +7.3% | +17.0% | 9 | 2,156 km |
| EuroVelo 10 | +6.3 | +7.2% | +3.9% | 44 | 9,040 km |
| EuroVelo 1 | +4.6 | +7.5% | -1.4% | 76 | 10,674 km |
| EuroVelo 8 | +2.5 | +1.6% | +4.5% | 49 | 7,422 km |
| EuroVelo 13 | +2.4 | +2.9% | +1.3% | 32 | 10,573 km |
| EuroVelo 2 | +2.3 | +1.0% | +7.4% | 20 | 4,889 km |
| EuroVelo 7 | +0.9 | +0.8% | +1.2% | 33 | 7,694 km |
| EuroVelo 4 | +0.3 | -1.2% | +3.9% | 83 | 5,080 km |
| EuroVelo 19 | -0.2 | -4.8% | +8.0% | 8 | 1,144 km |
| EuroVelo 12 | -0.3 | -0.3% | -0.7% | 34 | 6,723 km |
| EuroVelo 3 | -1.8 | -2.6% | +0.6% | 82 | 5,604 km |
| EuroVelo 14 | -1.9 | -5.5% | +8.2% | 4 | 1,159 km |
| EuroVelo 6 | -2.1 | -2.6% | -0.7% | 65 | 6,178 km |
| EuroVelo 17 | -2.3 | -2.2% | -2.4% | 38 | 1,171 km |
| EuroVelo 15 | -3.2 | -4.2% | 0.0% | 45 | 2,389 km |
| EuroVelo 5 | -3.7 | -4.7% | -0.6% | 49 | 3,223 km |

According to [VisitDenmark](#), there were 2.6 million bicycle tourists in Denmark in 2022. The analysis underlines an impressive share of coastal and nature tourists visiting Denmark, 24% can be defined as cycle tourists. Bicycle tourists have been estimated to have a high daily consumption of DKK 1,000. On Lolland-Falster, only 9% of coastal and nature tourists were defined as cycle tourists showing the untapped potential. More generally in Denmark, studies show that one fifth of tourists visiting the country cycle there.

In Poland, the different counters installed along EuroVelo 10 demonstrate strong growth in usage, with impressive peaks in summer but also showing signs of increased usage on an extended period between late Spring and early Autumn.



Monthly usage evolution from 2020 to 2024 along EuroVelo 10 – Baltic Sea Cycle Route in Darłowo, Kołczewo, Rogów and Świnoujście in West Pomerania, Poland (source: rowery.wzp.pl - bicycle counters)

This data shows that EuroVelo 10 – Baltic Sea Cycle Route certainly already brings significant economic value and benefits to local businesses. After two successful EU co-funded projects, continuing the collaborative work and promotion would allow to unlock the full potential of the route by marketing it as an outstanding tourism product, in the context of climate change and increasing summer temperatures in Southern classic tourism destinations.

3. The EuroVelo Route Partnership – a cooperation framework

EuroVelo Route Partnership – Concept

- **What is a EuroVelo Route Partnership?**

During the last ten years, ECF has been developing and adapting to multiple routes the framework of EuroVelo Route Partnerships, formerly called Long-Term Management Agreements (LTMA).

The concept is that **partners representing neighbouring countries and regions join forces to develop the transnational attractiveness of the route, by coordinating their work and setting up a common budget to promote the concerned EuroVelo route together.**

Relevant partners are most of the time institutional bodies and public organisations representing one specific region, or all the regions crossed by the route. The latter role can be endorsed, for example by National EuroVelo Coordination Centres, receiving funds to represent all regions and to pay the Route Partnership's fee. ECF has always been acting as Secretariat coordinating all activities for the whole Partnership for now, but coordination positions could be filled by other partner organisations.

A dedicated multiannual plan is usually proposed by the Secretariat and jointly discussed and validated by partners. Such plan guides the activities to be undertaken with the common budget. It usually focuses on activities to boost the promotion of the route (digital campaigns, social media, SEO work, content creation, etc).

- **Why launch a EuroVelo 10 Partnership now?**

As part of the EuroVelo 10 Development Strategy 2020-2030, a SWOT analysis identified key strengths and opportunities of EuroVelo 10 – Baltic Sea Cycle Route. The main highlight is that **EuroVelo 10 in the South Baltic Area is an existing product to be activated**, benefitting already from **a clear and common identity** (theme of the Baltic Sea), **a recognised brand** (EuroVelo), **a long history** (27 years), and representing the **most developed part of the route**.

EuroVelo 10 is already promoted as part of the EuroVelo network but not in itself, with dedicated resources. The untapped potential of **EuroVelo 10 in the South Baltic Area can be activated through transnational cooperation and promotion**. This has been confirmed with the past and current EU co-funded projects focusing on EuroVelo 10, allowing for impressive achievements and successful activities. **The Baltic Biking UPGRADE project offers the perfect opportunity to prepare for the continuation of transnational collaboration after the project's end**, covering the first preparatory costs and paving a way towards the EuroVelo 10 Partnership.

EU co-funded projects are an opportunity for partners to get to know each other, start collaborating and leading common activities with a financial support of the EU. That is why EU co-funded projects are often a starting point for EuroVelo Route Partnerships. Indeed, it paves the way for first activities, it allows to run some pilot actions, and it brings concrete and positive results. At the end of a successful EU co-funded project, there are often proposals and ideas to keep on working together on some key actions. The EuroVelo Route Partnerships offer the perfect framework to keep the momentum going by establishing a common budget thanks to each willing partner's resources and deciding on future targeted and collective activities

The EU co-funded project offers the perfect demonstration of the added value of joining forces for a set of activities. For the Baltic Biking Upgrade, the objective is to promote a common European tourism product, and it brings benefits to a series of stakeholders: SMEs, transport operators, tourism boards and public authorities. The project demonstrates that working together bring successful results, and it makes sense to continue many activities in the longer term.

Concept:

- One goal: increase the transnational awareness of a EuroVelo 10
- How? Stakeholders from different countries join forces to finance and coordinate a shared multiannual action plan and sign a Partnership Agreement.
- What? Transnational promotion activities implemented to raise awareness and create more impact from EuroVelo 10

Modus operandi – steps to launch a EuroVelo 10 Partnership

1) Define the scope of the EuroVelo 10 Partnership

- Which partners are interested to join forces? Are the partners already identified? Should more partners be found?
- Which part of the route is represented?
- Is there enough interest to launch the process? Who is coordinating the initial discussions?

The first step is to **identify potential partners** and financial resources. For one country, several partners can join, representing different regions. There can also be a unique representative partner for a country, acting as a coordinator for national actions and sharing the information with more local stakeholders (with potentially different financing resources). The latter is often the representative of a National EuroVelo Coordination Centre, already coordinating actions for EuroVelo routes in the country, but not always. Finding the best suited stakeholder is important as they will be responsible for coordinating the implementation of marketing and promotional activities for the EuroVelo route in their country. **Recommended partners are institutional organisations** as regional public authorities, regional or national tourism boards, regional or national route committee (if existing), NECCs, representatives of Ministry of Tourism or Transport.

The EuroVelo Route Partnership does not necessarily have to represent the whole route. There can be only a part of the route being represented, keeping in mind that other partners can join later on. The limit is that the budget should be sufficient to cover coordination costs and some key actions. There can be a stronger focus on developing and promoting the area covered by the Partnership.

Following this project, a target could be the **geographical coverage of the South Baltic Area**, with possibilities for other countries and regions to join, also in connection with the BAB project and the [ICTr-CE project](#) on [EuroVelo 13 – Iron Curtain Trail](#). Indeed, EuroVelo 10 and EuroVelo 13 share mostly the same itinerary between Lübeck and the border between Estonia and Latvia. However, the coverage of the Partnership does not have to be continuous or the same one as the BBU project, there is flexibility.

The interest in launching the process is already clear, with ECF and PROT, the project lead partners, leading the initial discussions with the support of the other project partners.

2) Detail the content of the EuroVelo 10 Partnership

Organisational structure:

- Legal basis: model of the 'Partnership Agreement'
- Timeframe: usually 3 years and renewable
- Definition of ambition, priorities, actions

ECF has a well-established model for the contract of the Partnership Agreement that can be edited depending on the partners' needs. The agreement traditionally has a duration of three years, renewable.

A key point is to agree on a common ambition and priorities, which will guide the definition of the Partnership's budget for activities and its Multiannual Action Plan, translating the ambition into concrete activities with defined external and human resources costs.

Governance:

- Decision body (takes decision)
- Operational body (implements actions and reports)
- Consultative body (provides feedback and contributes)
- Detailed share of tasks

An important step is the **identification of the different roles of the partners within the Partnership**. The Secretariat coordinates the communication and the work, makes sure that the Multiannual Action Plan is followed, takes care of common activities and reports to the other partners, including financially. ECF traditionally acts as Secretariat. All partners usually make strategic decisions together, providing feedback on the Multiannual Action Plan, and contributing with information or by directly coordinating specific actions on a national or regional level. There can be a Steering Committee and a Marketing and Communications Committee with specific partner representatives affiliated to each committee. Preferred internal communication tools can also be decided by the partners (emails, Teams, etc).

Financial model:

- Setting the amount of the annual fee and multiannual budget

There are two main financing models: the membership fee can be customised, with a fixed fee per km of route in each region or country, or divided equally between countries or regions.

The most common case is a standard fee for all partners (i.e. 2,000€) + a fixed amount per km per country.

There can be several organisations representing different regions of a country, dividing the partnership fee between them. In the case of a fee per km, it is considered that a partner benefits more of the concerned activities if they have a longer stretch of EuroVelo 10 crossing their regions/countries.

There is no minimum budget per se but the Partnership must be viable with all coordination, communication and administrative costs being covered as a basis for its functioning. The budget is decided within the partnership agreement. Then, the selection of activities to be conducted can be adapted to the budget collected and to the preferences of partners.

3) Launch the EuroVelo 10 Partnership

Goal: ceremony of signing the EuroVelo 10 Partnership Agreement in September 2026

Before that:

- Consult stakeholders to discuss the ambition and main priorities, and convince potential partners
- Establish the Partnership Agreement and final Multiannual Action Plan with detailed actions and dedicated budget
- Agree on a timeframe for launching the activities

Administrative process:

- Signature of the Agreement by all representative partners
- Invoicing
- Implementation of activities starts after payments are received

Examples of other EuroVelo Route Partnerships

EuroVelo 15 Partnership: the Rhine Cycle Route, the pioneer example

- Established following the DEMARRAGE EU co-funded project (Northwest Europe INTERREG IV B programme) in 2015
- 3-year partnership **renewed three times since 2015**
- **Eight partners** representing four countries – complete representation of the route – ECF as Secretariat:
 - NECCs: SchweizMobil, Fietsplatform
 - Regional Authorities: Baden-Württemberg, Hessen Agentur, Rheinland-Pfalz, Nordrhein-Westfalen
 - Regional Tourism Boards: Romantischer Rhein, Alsace Destination Tourisme
- **Financial model**: standard fee for all partners and a fixed amount per km
- **Annual budget** of €61,000 in 2024
- **Examples of successful actions**: content creation (content development on EuroVelo.com, social media posts, articles, flyer), search engine optimisation, Google ads, elaboration of marketing KPIs, participation in international tourism fairs, EuroVelo 15 Handbook created and published in four languages, Summer Photo Contest on Instagram, Press clipping – some activities being mutualised with other Partnerships or coordinated by Romantischer Rhein
- **Results**:
 - EuroVelo 15 has been **the most popular EuroVelo route on EuroVelo.com for more than 5 years** (2018, 2019, 2020, 2021, 2023, 2024)
 - EuroVelo 15 – Rhine Cycle Route was the **third most popular long-distance cycling route in Germany in 2016**, according to a market analysis by the German National EuroVelo Coordinator ADFC published in March 2017. It was also featured for the first time in the top ten of the most popular long-distance cycle routes outside of Germany, ranking eighth, according to the same survey.
 - High visibility and awareness of EuroVelo 15 as high-quality cycle route – **EuroVelo Certified route**

EuroVelo 19 Partnership: the Meuse Cycle Route, a success story

- The French, Belgian and Dutch partners had already been working together to develop the route as a transnational route when EuroVelo 19 – Meuse Cycle Route was added to the network in 2019.
- The EuroVelo 19 Partnership officially started at the same time and was signed for three years.
- 3-year partnership **renewed two times since 2019**
- **Three partners** representing three countries – complete representation of the route – ECF as Secretariat:
 - NECCs: Pro Velo – representing the Belgian partners, Stichting Landelijk Fietsplatform – representing the Dutch partners
 - Regional Tourism Boards: Agence Régionale du Tourisme (ART) Grand-Est – representing the French partners
- **Financial model:** standard fee for all partners and an additional fixed amount per km
- **Annual budget** of €52,000 in 2024
- **Examples of successful actions:** content creation (content development on EuroVelo.com, social media posts, articles), search engine optimisation, collection of additional data on route quality, collaboration with Komoot, participation in international tourism fairs, content creator trip – some activities being mutualised with other Partnerships
- **Results:**
 - EuroVelo 19 has been **among the top 5 of most popular EuroVelo routes on EuroVelo.com since its creation in 2019**

EuroVelo 8 Partnership: the [Mediterranean Cycle Route](#), a winning formula

- Established following the [MEDCYCLE EU co-funded project](#) (Interreg Mediterranean Programme) in 2020
- 3-year partnership **renewed one time since 2020**
- **Four partners** representing four countries – partial representation of the route – ECF as Secretariat:
 - Türkiye – Izmir Metropolitan Municipality
 - Croatia – Croatian National Tourist Board (Member of the National EuroVelo Coordination Centre)
 - Slovenia – Regional Development Center Koper (NECC)
 - France – Provence-Alpes-Côte d’Azur Tourism Board (leader of itinerary committee), Occitanie region
- **Financial model:** standard fee for all partners and an additional fixed amount per km
- **Annual budget** of €27,000 in 2024
- **Ambition:**
 - Develop the brand 'EuroVelo 8 - Mediterranean Route' as a sustainable, off-season cycling destination
- **Priorities:**
 - Promote and develop the brand 'EuroVelo 8 - Mediterranean Route'
 - Coordinate the route and services along EuroVelo 8 to improve harmonisation of the offer
 - Demonstrate the impact of the transnational activities on the brand 'EuroVelo 8 - Mediterranean Route'
- **Example of successful actions:** EuroVelo 8 Handbook created and published in English, updated in 2024, content creation (content development on EuroVelo.com, social media

posts, articles), social media ad campaigns, search engine optimisation, elaboration of marketing KPIs – some activities being mutualised with other Partnerships

- **Results:**

- EuroVelo 8 entered **the top 5 of most popular EuroVelo routes on EuroVelo.com in 2021, and remained in the top 5 since then, climbing to the first place in 2023**

4. Proposal of a Multiannual action plan for EuroVelo 10

Taking advantage of the experiences of successful EuroVelo Route Partnerships for EuroVelo 15 – Rhine Cycle Route, EuroVelo 19 – Meuse Cycle Route and EuroVelo 8 – Mediterranean Route, a proposal of an action plan for EuroVelo 10 has been elaborated. It mainly focuses on marketing and communications activities as the most relevant transnational actions. The mid-term review of the Strategy supports the analysis of what has been achieved and what is yet to be done. It helps reshuffling priorities and defining a set of actions.

The below proposal aims to constitute a basis for discussions in view of creating a EuroVelo 10 Partnership and could be further detailed and updated. It presents a classic action plan for one year, which can be repeated over three years. Activities requiring a larger budget could have their costs ring-fenced and carried over from one year's budget to the next.

The success of the activities are typically tracked with KPIs and an annual report is prepared by the Secretariat and presented to the other partners at the end of the year. Online meetings can be organised throughout the year to further discuss the activities and share feedback – the number of those meetings must be detailed in order to better evaluate the human resources costs for their organisation.

Suggested Ambition: Boost the promotion of EuroVelo 10 and associated created cycling-friendly products and offers

Potential activities of a 3-year EuroVelo 10 Partnership:

| | | Estimation of management needs (HR & EC*) per year |
|---------------------|---|---|
| Priority #1: | Increase the visibility of EuroVelo 10 | |
| Action 1.1: | Elaborate key marketing priorities targetting key performance indicators | € 2,700 |
| Action 1.2: | Create engaging content to generate more traffic on EuroVelo 10 webportal | € 3,600 |
| Action 1.3: | Create and advertise EuroVelo 10 content on social media | € 3,300 |

| | | |
|---------------------|---|---------------------------------|
| | channels to raise awareness and bring traffic to the webportal | |
| Action 1.4: | Improve SEO on EuroVelo 10 webportal | € 4,700 |
| Priority #2: | Support improved quality of offers on EuroVelo 10 | |
| Action 2.1: | Collect knowledge and support national partners to increase continuous cycling infrastructure and signage | € 3,600 |
| Action 2.2: | Encourage more business offers to be developed on EuroVelo 10 | € 4,700 |
| Priority #3: | Manage efficiently the EuroVelo 10 Partnership | |
| Action 3.1: | Coordinate the Partnership, organise meetings, produce annual activity report | € 3,600 |
| Action 3.2: | Administrative coordination of the Partnership (contract preparation, invoicing, budget follow up) | € 1,800 |
| | | TOTAL: € 28,000 per year |

* HR: human resources ; EC: external costs

Description of activities

Action 1.1: Elaboration of key marketing priorities and performance indicators. This work, estimated at a human resource cost of 6 days, reflects a targeted approach to streamline marketing efforts and consistency of activities and guide our strategic decisions moving forward.

Action 1.2: Draft of articles related to a variety of topics (public transport accessibility, top ten highlights of the route, etc). Content could also be further improved on EuroVelo 10 website.

Action 1.3: Social media ad campaigns could be generated, based on existing content (EuroVelo 10 promotion videos) or new content (specific articles promoting EuroVelo 10).

Action 1.4: The SEO work could be carried on the longer term, with a proper SEO strategy to guide content creation (precise cost to be confirmed with marketing consultants).

Other potential action related to priority 1: collaboration with a photograph/videograph/influencer for content creation by streamlining a budget over three years. For this type of ambitious activity, a budget of minimum €10,000 for external costs would be required with associated human resources costs for coordination.

Action 2.1: Detailed action plans could be elaborated by the EuroVelo Route Inspectors on the basis of the Route Evaluation Reports drafted for the BBU project (based on ECS surveys). They would allow to identify priority investments to solve the most important issues. There could be a yearly assessment of the progress made and planned investments.

For ECF to support the drafting of action plans and give feedback, larger coordination costs would be necessary.

Another potential ambitious action would be to prepare an application for [EuroVelo Certification](#), after identifying a stretch of at least 300 km meeting the necessary ECS criteria.

Action 2.2: Support the promotion of new schemes: offer more visibility on EuroVelo.com dedicated page or potential social media posts depending on final budget.

Other potential action related to priority 2: offering to promote a certain number of bookable offers per country or partner on the [EuroVelo Bookable Offers Search Engine](#).

Other potential action related to priorities 1 and 3: ECF can represent the EuroVelo 10 Partnerships at major international events to promote the route and demonstrate the added value of the transnational EuroVelo Partnership, encouraging more partners to join for a wider representation of the route. It is an opportunity to use ECF attendance and sessions organisation to promote EuroVelo 10 to decision makers and tourism professionals at international tourism fairs.

Potential KPIs

Priority 1 – Increase the visibility of EuroVelo 10:

- Website KPIs:
 - Number of web sessions on EuroVelo 10 webpages
 - Number of visitors on EuroVelo 10 webpages
 - Share of organic traffic on EuroVelo 10 webpages
- 0.10€ per click for social media campaigns

Priority 2 – Support improved quality of offers on EuroVelo 10:

- Route Evaluation Progress Reports tracking investments and actions – based on elaborated Action Plans of ECS surveys.
- +10% developed route
- More bookable offers along EuroVelo 10
- New cycling-friendly labels listed on EuroVelo webpage dedicated to cycling-friendly services schemes
- Number of clicks on cycling-friendly services label's webpage
- Number of service providers certified

Priority 3 – Manage efficiently the EuroVelo 10 Partnership:

- 2 meetings a year with 80% of participation
- 100% of annual budget spent
- 1 activity report per year

Potential EuroVelo 10 partners

The Baltic Biking Upgrade project partners are the initial potential stakeholders for joining a future EuroVelo 10 Partnership and for helping to identify other key partners.

Potential key partners are National EuroVelo Coordination Centres (when existing), as they are already responsible for the implementation, coordination, quality assurance and communication of EuroVelo in their respective countries.

Other national or regional public administration bodies already active in the management of EuroVelo 10 can be relevant partners: from Transport and Tourism Ministries departments to Destination Management Organisations or national or regional tourism boards.

Firstly, the EuroVelo 10 Partnership could gather partners from the South Baltic Area in Sweden, Denmark, Germany, Poland, Lithuania. Ideally, partners would also be identified in Latvia, Estonia and Finland. However, it is likely that the initial EuroVelo 10 Partnership will only include a partial representation of countries and regions, given that EuroVelo 10 is one of the longest routes in the network.

The future EuroVelo 10 stakeholder platform would serve as a tool for engagement with an extended network of stakeholders, including local businesses, public transport operators, local public administrations, and destination management organisations (DMOs) along the Baltic Sea Cycle Route. Animating this network could be one of the Partnership's activities, ensuring its promotion as well as regular opportunities for knowledge-sharing and networking.

Next steps

This document serves as a basis for discussions with potential EuroVelo 10 partners. Within the framework of the Baltic Biking Upgrade project, several events are planned, offering opportunities to discuss a preferred governance and financial model for a future EuroVelo 10 Partnership.

Following the identification and engagement of potential partners, an initial dedicated meeting could be organised to agree on a shared ambition and related priorities. The budget would be developed on the basis of the preferred activities, with the Multiannual Action Plan remaining open to partner suggestions. Depending on the financial capacities of the partners, the budget could be adjusted accordingly. Once the final terms of the Partnership Agreement and the Multiannual Action Plan – including detailed actions and a dedicated budget – are agreed, partners should set a clear timeframe for launching the activities.



Given the considerable length of EuroVelo 10 and the disparities in development along the route, the initial Partnership is likely to represent only part of the countries and regions it passes through. Nevertheless, one of its priorities could be to expand membership by delivering successful activities and clearly demonstrating the added value of participating in the agreement.

The Baltic South Region-wide expert conference, organised in cooperation with the EU Strategy for the South Baltic Sea Region's Tourism and Transport policy area coordinators, could provide a valuable opportunity to connect the stakeholder network and exchange on expectations for joint strategic development and long-term route management.

The process would culminate in the official signing of the EuroVelo 10 Partnership Agreement in 2026, potentially during the project's final event.



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