

EuroVelo

The European cycle route network



Strategy 2030





Introduction

EuroVelo is the European network of long-distance cycle routes that cross and connect the whole continent. The development of EuroVelo will lead to safe, direct, coherent and connected cycling infrastructure and cycle route networks that will benefit all categories of cyclists. The network is developed and coordinated by the European Cyclists' Federation (ECF), as one of its core brands and activities, in cooperation with a network of National EuroVelo Coordination Centres and Coordinators.

This document sets out the vision, mission and overall strategy of EuroVelo for the decade up to 2030 and provides the basis for the preparation and execution of our annual operational plans during that period.

The EuroVelo Strategy is one of the core sub-strategies of the ECF Strategy 2030. It presents an ambitious plan for the continuing development of EuroVelo during the 2020s. In doing so it builds on the strong foundations set over the previous decade.

The EuroVelo Strategy was prepared in collaboration with the ECF Board, the EuroVelo Council, the ECF Management, the EuroVelo Management Team and the National EuroVelo Coordination Centres and Coordinators (NECC/Cs).

A mid-term review will be conducted in 2025 to assess progress and to check whether the Strategy needs an update.



EuroVelo 8 - Mediterranean Route
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EuroVelo **Vision**

Our vision for EuroVelo is for 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, in line with ECF's vision to improve and increase cycling across the whole of Europe.

EuroVelo **Mission**

Our mission is to promote the further development of a sustainable, strong and well-connected European cycle route network, which

- Acts as an accelerator to increase cycling;
- Drives change in European and national policies and practice;
- Benefits all categories of cyclists, including everyday cyclists, cycling tourists and leisure cyclists;
- Fosters sustainable tourism.

Objectives

Each of the objectives listed below will contribute to the over-arching priorities of achieving massive increases in the number of people cycling in Europe and providing better conditions for those who do. The ECF is clear that EuroVelo is therefore much more than a 'just' a cycling tourism product.

There are four overarching objectives to this strategy. These are set out below together with the main activities that should be undertaken over the coming decade to achieve them:

Objective One	Increase levels of cycling, bringing environmental, health and social benefits	<ul style="list-style-type: none"> • Progressively improve the quality of the EuroVelo network, spreading European best practice in cycling for transport and tourism. • Introduce new target groups to cycling by raising its mainstream profile. • Expand and improve route monitoring to provide better information for potential users.
Objective Two	Achieve more sustainable policies and practice in the transport and tourism sectors	<ul style="list-style-type: none"> • Contribute to more cycle-oriented transport and tourism policies and collaborate with European and national partners on their implementation. • Disseminate EuroVelo usage monitoring data, research and impact assessments to encouraging more and better investments. • Encourage the development of a more geographically balanced EuroVelo network, to share European best practices and bring cycling and cycling tourism to less developed areas.
Objective Three	Support the development of a sustainable tourism sector	<ul style="list-style-type: none"> • Increase the number of cyclists combining public transport with EuroVelo routes. • Foster sustainable tourism models in which there is more money is spent in local small and medium sized-businesses along EuroVelo routes, for example by raising the profile of cycling friendly service schemes. • Stimulate the development of bookable offers covering the whole network, to attract cyclists off the beaten track. • Continue to enhance the EuroVelo communication tools on the European level. • Collaborate with tourism authorities to raise the profile of cycling tourism. • Prolong the tourist season to achieve better spread of visitors over the entire year and thereby support more stable employment in the tourism sector.
Objective Four	Ensure a solid organisational and financial basis for EuroVelo development	<ul style="list-style-type: none"> • Maintain an efficient and effective EuroVelo organisational structure able to deliver all the functionalities described in this strategy. • Ensure provision of the necessary resources (financial and other) for EuroVelo to realise the work programmes set out below. • Improve the network of National EuroVelo Coordination Centres to provide complete coverage of Europe.

