Iron Curtain Trail
EuroVelo 13 Workshop

Iron Curtain Trail
EuroVelo13 North and Central Projects
7th of December 2011
Brussels, Belgium

Ministry of Sport and Tourism
of the Republic of Poland

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Programme

14:30 – 16:00  EuroVelo (General) Workshop

16:00 – 16:30  Coffee break

16:30 – 18:00  EuroVelo 13 Workshop

18:00 – 19:30  Reception
Programme

16:30 – 16:35  Opening Speech - Mrs Katarzyna Sobierajska, Ministry of Sport and Tourism of the Republic of Poland.

16:35 – 16:50  Introduction to the Project – Andrzej B. Piotrowicz, PSWE

16:50 – 17:05  Route Summary – Daniel Mourek, Nadace Partnerstvi

17:05 – 17:45  Discussion about the transnational Action Plan – moderated by Adam Bodor, ECF

17:45 – 18:00  Realising the potential: Considering the Next Steps – Michael Cramer MEP

18:00 – 19:30  Reception
Trans-national Action Plan(s) for the Iron Curtain Trail
Trans-national Action Plan(s) for the Iron Curtain Trail

Topics:

• Methodology
• Status report and proposed actions for:
  – Route infrastructure
  – Services
  – Marketing, promotion
  – Organisation
• Costs and resources
• Next steps

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Methodology
3 sections – 3 Action Plans:
• North – (Norway), Finland, (Russia), Estonia, Latvia, Lithuania, (Russia).
• Central - Germany, Czech Republic, Austria, Slovakia, Hungary, Slovenia.
• South – (Croatia), (Serbia), Romania, Bulgaria, (FYROM Macedonia), Greece, (Turkey).

Common methodology
• Survey (Google maps, database) and evaluation
• Participative planning (Workshops, Interviews)
• Standardised actions (internal manual)
• Prioritised tasks (high – low)
• Synchronized timing (short , mid and long-term)
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Principles:
• Close to the current / former boarder
• Changing “side” – country frequently
• Following the EuroVelo standards (to reach at least appropriate conditions, to decide between alternatives)
• Taking into account the local/regional/national stakeholders’ opinions
• Stay realistic but progressive...
• Use the planning for motivation not for blame...

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Route infrastructure - Status

• The final itinerary for the ICT:
  Summary length: 9.518km (4.827km North, 2.179 km Central, 2.511 km South) – including “non-EU”

• The final itinerary for the ICT:
  Summary length: 7.642 km (4.127 km North, 2.179 km Central, 1.335 km South) – excluding “non-EU”

• From it inappropriate route conditions:
  Summary length: 761 km (242 km North, 180 km Central, 338 km South) – excluding “non-EU”
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Route infrastructure - Necessary (main) actions

- Construction of new separate cycling infrastructure
  Summary length: 659 km
  (197 km North, 160 km Central, 303 km South)

- Improve the surface of the existing separate cycling infrastructure, roads mainly for cyclists
  Summary length: 539 km
  (151 km North, 353 km Central, 35 km South)

- Complete new signposting:
  Summary length: 3.737 km
  (3.153 km North, 246 km Central, 338 km South)
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Services- Status:

• Number of sections – daily etap:
  Summary: 189 section
  (99 section North, 61 section Central, 29 section South)

• Inappropriate service conditions
  Summary on: 43 section
  (24 section North, 9 section Central, 10 section South)

• Just appropriate service conditions
  Summary on: 62 section (22 section North, 24 section Central, 16 section South)
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Services
Actions (main):

• Transforming services to cycling friendly (everywhere) and establish national systems (in the North and South where it currently does not exist)

• Provide at least basic services (in the North and South) - home stay project Finland – adaptation in Bulgaria

• Provide rest stations (North and South)
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Promotion

Status:
• ICT is not integrated to the existing promotion tools
• National cycling tourism portals are (mostly) missing
• Very limited special (separate) promotion for ICT

Actions:
• Marketing plan for the route.
• Integrated marketing and promotion solutions
• Separate new marketing and promotion tools
  – Common webportal for ICT
  – Smart phone applications (Finland – short t.)
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Organisation

Status:

• ICT is well known in the North and Central areas but not integrated into official development plans and documents

• Only 1 EuroVelo coordination centre and even some national coordinators are missing

• The route related organisational structure is missing on every level (regional, national, trans-n.)

Actions:

• Awareness raising, study tours, training etc.

• Organisational development on every level:
  – Steering and working committees
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Costs – 191 million Euro until 2020!

• Short term:
  – Summary: 24 million Euro (17 million Euro North, 6 million Euro Central, 2 million Euro South)

• Mid term:
  – Summary: 64 million Euro (35 million Euro North, 13 million Euro Central, 15 million Euro South)

• Long term:
  – Summary: 103 million Euro (69 million Euro North, 2 million Euro Central, 31 million Euro South)

Resources:

• Dedicated / available European resources are needed to convince the decision makers and mobilize national / regional / local or private co-financing!
Looking forward

• Publishing the Transnational Action Plan.
• Lobby for its implementation and acceptance
• Drafting new projects and applications
Thank you for your attention!

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www.eurovelo.org
eurovelo@ecf.com

For further information on the DG ENTR Tourism Unit:
http://ec.europa.eu/enterprise/tourism/index_en.htm
Thank you for your attention!

We invite you to a Reception to be held in Restaurant Le Corrège, which is a short walk from the Permanent Representation of the Republic of Poland to the EU at rue le Corrège 90, 1000 Bruxelles