EuroVelo Web Manual

Overview (Draft)

Page 1 – Introduction

The aim of EuroVelo is to connect all European countries by a network of long distance cycle routes. EuroVelo is coordinated on the European level by the European Cyclists' Federation (ECF), who also own the registered copyrights.

The internet is an increasingly important tool for communicating information, promotion and marketing, and interacting with other people. It is therefore essential that the EuroVelo network is well represented online with professional, attractive, up-to-date and informative websites.

With a network covering the whole of Europe and many thousands of kilometers of cycle routes, it is inevitable that information related to cycling the EuroVelo routes will be provided on numerous websites. Whilst the design of these websites should reflect national and regional character; it is nevertheless important for the end user that they recognize certain visual elements and content, to help them find the information that they need.

The purpose of this manual therefore is to introduce the ECF's EuroVelo Web Strategy, provide an overview of the aims and content of the ECF's EuroVelo websites (EuroVelo.com and EuroVelo.org) and give guidance on the type of information that should be made available on the websites of National EuroVelo Coordination Centres (NECCs) and other partners.

Page 2 – EuroVelo Web Strategy

The ECF have developed a strategy for EuroVelo-related websites, which is based on the idea of subsidiarity or providing information at the most appropriate level. With a network of over 70,000 km stretching across the entire continent it would be difficult for the ECF to keep on top of all the developments being made on the network at a local level. The strategy therefore is to provide an overview at a European level of the entire EuroVelo network and each route and then provide links to the sources of more detailed information at a national or regional level.

For the user, the preference would be for all the information at a national level to be available from one website and there are existing examples of this (e.g. the Netherlands, Switzerland). However, it is appreciated that this may take some time (and resources) to achieve, so as an interim measure, links can be made via EuroVelo.com to various websites at a national or regional level.

Whilst the use of interactive online elements, such as social media, forums, interactive mapping platforms etc., is encouraged on all EuroVelo-related websites, care should be taken to ensure that the user is always aware of the official EuroVelo routes.

Page 3 – EuroVelo.com – Aim and Contents

The ECF has developed EuroVelo.com for people interested in cycling in Europe and either looking for inspiration or unsure where to find relevant information. The website provides overview

information relating to each of the EuroVelo routes, including summaries of the sections through each country and maps showing the current status of each section. It also provides practical information for cycling in every country in Europe.

As explained in the previous section, there are direct links to the best sources of detailed information at a national or regional level in each country related to each route.

The website will be continuously be updated and news stories added to ensure that it remains a relevant tool and the first point of entry for people wishing to cycle in Europe.

Page 4 – National EuroVelo Web Sites – Aim and content
Whilst EuroVelo.com will provide overview information about the EuroVelo network and the individual routes at a European level, users will be directed to national websites for detailed information about cycling the routes. For the end user, it would be preferable if all the related information is available from one national website but this may not always be possible, at least initially.

Content
Although the content of national EuroVelo websites will inevitably vary, indeed many of the NECC/Cs already have well-established websites, it would be helpful if they covered certain key items that is particularly useful for people wishing to cycle the routes. These are:

1. Route description and information about the signing of the route **(obligatory)**
2. Electronic maps / GPS tracks
3. Printed material
4. Public transport connections **(obligatory)**
5. Cycle friendly services (accommodation, cafes, restaurants etc.) **(obligatory)**
6. Bike rental facilities
7. Bookable offers
8. Points of interest / attractions etc.
9. Cycle Events
10. eBike

Again, for the end user it would be preferable if the detailed information about these items is available from the same website (integrated) but, where that is not yet possible, direct links to exactly where it can be found (a deep link to the right url) should be provided instead.

Language
Each national website should contain the information in at least the relevant national language(s) and English but preferably it should also include other main European languages too.

Pages 5 + 6 – National EuroVelo Web Sites – Content continued

1. Route description and information about the signing of the route **(obligatory)**:

- Show the itinerary on a map clearly indicating the major towns and the route conditions (e.g. surface, levels of motorised traffic, topography etc.); and
- Description of the itinerary indicating the general route conditions.

2. Electronic maps / GPS tracks:
   - Show the itinerary on an interactive map clearly indicating the major towns and the route conditions (e.g. surface, levels of motorised traffic, topography etc.); and/or
   - Downloadable GPS tracks.

3. Printed material:
   - Indicate the best guide books, maps and other sources of information for cycling the route.

4. Public transport connections **(obligatory)**:
   - Short description of the major bicycle transportation conditions (e.g. restrictions, prices etc.) on all relevant modes (train, bus, ferry etc.); and
   - The main connections (hubs – key destinations) with distances and approximate travel times for different modes of transport and links to further information, including where it is possible to buy tickets.

5. Cycle friendly services (accommodation, cafes, restaurants etc.) **(obligatory)**:
   - Indication of whether a cycle friendly label exists in the country or region and, if so, provide more information; and
   - Provide contact details of examples of each type of service per settlement, ideally through an interactive map (see Point 2 – Electronic maps / GPS tracks).

6. Bike rental facilities:
   - Indicate whether it is possible to hire bikes in each section and provide links to the providers.

7. Bookable offers:
   - Provide links to firms offering bookable offers along the route (if they exist).

8. Points of interest:
   - Provide information on the major tourist sights and attractions along the route with links to further information. Can be combined with Point 1 – Route description.

9. Cycle events:
   - Provide a calendar of events that would be of interest to cyclists (not necessarily only cycling-related).

10. Ebikes
    - Indicate whether it is feasible to cycle the route by ebike (e.g. are there regular charging stations).

Page 7 – National EuroVelo Web Sites – Visual elements

Websites developed by NECCs should have their own character and their design should reflect the national culture. However, it would be helpful to the end user if certain EuroVelo visual elements were incorporated.

The main EuroVelo graphic features that should be considered are:

- Route information panels
- Schematic diagram
- Colours
- EuroVelo logo

More information about their specifications and use can be found in the ECF publication "Corporate design, guidance for partners".

Page 8 – Partners' Web Sites – Aim, content and visual elements

The ECF encourages references being made to EuroVelo on other websites, such as those for tourism bodies, cycling NGOs, online news agencies, travel journals, blogs etc.

Reproduction of the text taken from the ECF's EuroVelo websites (EuroVelo.com and EuroVelo.org) and the official EuroVelo publications is generally authorized, provided the source is acknowledged, except where otherwise stated.

For permission to use the EuroVelo graphic elements please consult the EuroVelo Manual "Corporate design, guidance for partners".

Page 9 – EuroVelo.org

In addition to EuroVelo.com, which caters for people wishing to cycle the routes, the ECF has also developed EuroVelo.org for professional working on developing the EuroVelo routes. The website is a source of the latest news on the realisation of the network, guidance and advice, as well as best practice from across Europe. The website also contains the Overview Route Database of the EuroVelo routes and provides an online platform for individual route development projects.

The ECF considers the website to be a vital source of information for the National EuroVelo Coordination Centres and Coordinators and other partners, and ensures that it is kept up-do-date.

Page 10 – Publishing credits