Solutions for sustainability of long-distance cycle routes
Focus on EuroVelo 10 and EuroVelo 13

07/03/2024
ITB Berlin – Lighthouse Stage
How sustainable is cycling tourism?
Solutions for sustainability of long-distance cycle routes

How sustainable is cycling tourism?

Transport

Impact on infrastructures and flows

Type of accommodation

Impact on health

Potential to grow sustainable offers
EU-funded projects to increase sustainability of cycling tourism
Solutions for sustainability of long-distance cycle routes

EU co-funded projects

**EuroVelo 13: ICTr** – Innovative participatory sustainable business model for cycling along the Iron Curtain Trail – 2023-2026
- 3-year project, 11 partners, 8 countries
- Interreg Central Europe programme

**EuroVelo 10: Baltic Biking UPGRADE (BBU)** – 2023-2026
- 3-year project, 9 partners, 6 countries
- Interreg South Baltic programme
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ICTr on EuroVelo 13

- Carbon footprint of cycling offers
- Impact Measurement System
- Good-Impact programme
- Sustainable governance
Biking Baltic Upgrade on EuroVelo 10

- Support of SMEs
- Cycling-friendly Service Schemes
- Sustainability of SMEs offers
- Sustainable governance
Long-term management via EuroVelo Route Partnerships
Experiences from EuroVelo 15 and EuroVelo 19

- All countries involved in one **transnational Partnership**
- **Shared budget** to deliver joint actions
- **3-year duration**, with possibility to renew
- Activities to **promote and communicate**
- **Mutual understanding** and exchange of knowledge
- **ECF is Secretariat** of the partnerships
And it works!

**EuroVelo 15 – Rhine Cycle Route:**
- 2\textsuperscript{nd} most visited route on EuroVelo.com
- Certified EuroVelo Route
- Strong history of collaboration
- EuroVelo 15 Part. renewed 4 times since 2013

**EuroVelo 19 – Meuse Cycle Route:**
- 5\textsuperscript{th} most visited route on EuroVelo.com
- Transnational Partnership before joining EuroVelo in 2018
- Transnational activities reinforcing national efforts
- EuroVelo 19 Part. soon to be renewed 2 times
ICTr and BBU & long-lasting results

EuroVelo 13 – Iron Curtain Trail
- ICTr Alliance
- Certified Cultural Route of the Council of Europe
- EuroVelo 13 Partnership

EuroVelo 10 – Baltic Sea Cycle Route
- Strengthening National EuroVelo Coordination Centres in Baltic Countries
- EuroVelo 10 Partnership

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Conclusions

- Making cycling tourism even greener is necessary:
  - Sustainability criteria in cycling friendly schemes
  - Multimodal solutions for Train+Bike
  - Measuring the carbon footprint of cycling tourism
- Sustainable management of cycle routes is key for long-term results:
  - EuroVelo Route Partnerships
  - National or regional coordination of cycle routes
  - Measuring the economic impact and the results
Thank you!

Do you have any questions?
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