



EUROPEAN CYCLISTS' FEDERATION



BID MANUAL FOR HOSTING THE EUROVELO CONFERENCE 2020

European Cyclists' Federation (ECF)

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This document is divided into three main sections as follows:

1. INFORMATION: This section is designed to give you some context about EuroVelo Conference series.

2. CONDITIONS AND QUESTIONS: The conditions specify certain set quality assurances that we expect bidders to comply with. The questions are more flexible; they are designed to see your good ideas, innovations and imagination on all aspects of event planning. The European Cyclists' Federation (ECF) will be looking for your answers in order to assess your plans and ideas for the conference. Your responses in this section will therefore be a major part of your bid.

3. TERMS OF REFERENCE: this section includes the requirements for a bid and the criteria on which a bid will be judged. It also sets out the timetable for the bid process.

If any other additional information regarding your bid is needed, please contact us:

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1. INFORMATION

The ECF invites expressions of interest from those wishing to host the EuroVelo Conference in 2020. Based on the material submitted the ECF will choose the city/region best suited to host the EuroVelo Conference 2020.

This document is the bid manual and contains all the information that should be required by bidders.

1.1. WHAT IS EUROVELO AND THE EUROVELO CONFERENCE?

EuroVelo is the European cycle route network: 16 long distance cycle routes that connect the entire continent. EuroVelo aims to encourage more people cycling more often by creating a network of high standard long distance cycle routes, over 70,000km, for both leisure and transportation purposes. The ECF coordinates the network on a European level in cooperation with our national and regional partners.

The EuroVelo Conferences have been held every other year since 2012 to share knowledge, highlight good practices and encourage further development of the EuroVelo network and cycling tourism generally across Europe.

You can find more information about past editions here:

<http://www.eurovelo.org/home/eurovelo-greenways-and-cycling-tourism-conferences/>

1.1.1. Advantages of the EuroVelo Conference

The EuroVelo Conference is unique in several ways. The conferences do not just attract one type of profession but bring together all those who are involved in the tourism sector: accommodation providers, public transport companies, tour operators, universities/academia, tourism officials, public authorities, cycling tourism world and user groups. This mixture of people, professions, skills and experience is a very valuable component of the event's success (see section 1.4.1). The EuroVelo Conference series also features an exciting mixture of sessions where the focus is on dialogue, participation, and information exchange. In this way, all participants are engaged in a positive atmosphere and enjoy an experience that many want to repeat.

For the host city/region, a EuroVelo Conference can be/should be integrated in a strategy to position the city/region as a (cycling) tourism destination (see 1.1.2 and 1.2.2). The direct participation of the host city/region in this event series also gives delegates an insight into the city/region they visit – this link is often missing in other events. Many EuroVelo Conference participants return event after event, and this is both important and valuable for us and also for the hosts.

1.1.2. Goals and objectives of the EuroVelo Conference series

The EuroVelo Conference series is an event that attracts an increasingly diverse range of participants each year with growing demand for spaces. Part of this success comes from it



being the only international conference focusing on cycling tourism in Europe. The goal of the conference is to inform and inspire the participants working in the field of cycling tourism and related activities.

While reaching the EuroVelo Conference goal, the conference team should include subsequent objectives:

- Spread high quality knowledge, expertise and information about (cycling) tourism.
- Cities/regions/countries with good cycling tourism policies can showcase the benefits they provide to their citizens, businesses and others through the conference-generated publicity.
- Encourage the recognition of cycling tourism as an efficient, healthy, environmentally friendly type of tourism and economic activity.
- Integrate cycling tourism into all relevant policy sectors where cycling tourism plays an important role.
- Raise awareness of EuroVelo, the European cycle route network, and contribute towards realising the network.
- Seek involvement from all relevant stakeholders (SMEs, universities/academia, decision makers, local, regional and national governments, tourism boards, tour operators, cycling tourists, media etc.).
- Involve and support local cycling tourism associations and civil society organizations.

1.1.3. Past and future locations, related events

The EuroVelo, Greenways and Cycle Tourism Conference started in 2012 as a cooperation between the ECF and the European Greenways Association (EGWA). The conference was primarily focused on developing cycling tourism in Europe but encouraged the participation of people from all around the globe (speakers at previous editions have come from as far afield as Israel, the Americas and Australia).

Since 2012, ECF and EGWA have organised a conference every other year. Set out below is the full list of previous host cities.

DATE	CONFERENCE LOCATION
2012	Nantes, France
2014	Basel, Switzerland
2016	Vienna, Austria
2018	Limburg, Belgium
2020	To be decided

The number of participants has grown to the 160 participants that joined us in Limburg 2018 (the maximum spaces available).



1.2. COLLABORATION PRINCIPLES AND BENEFITS

The ECF will make a decision on the host city/region and, in doing so, will define the overall quality and direction of the EuroVelo Conference series. Within the ECF, the EuroVelo Management Team coordinates the decision-making process, and is responsible for the Conference’s secretariat. ECF is the holder of the EuroVelo Conference series and co-organises the conference with the host city. This is based on successful collaboration between the two parties.

1.2.1. Success based on collaboration

Once the bid has been won, the EuroVelo Conference is planned in partnership with the host organizers and the ECF. Therefore, the ECF and the host city/region should discuss and agree on the organizational structure of the conference.

The EuroVelo Management Team will be fully involved in the conference planning and the execution of the event. The executive committee should be composed of a minimum of 6 and a maximum of 8 people:

European Cyclists’ Federation	Host city / region
Ádám Bodor, EuroVelo and Advocacy Director	Senior figure from host
Ed Lancaster, Senior Policy Officer	Contact for content from host
Jesus Freire, Business Development Officer	Contact for organisation from host

We believe that this combination of local interest and skills, matched with ECF’s international experience, is the best guarantee of success.

1.2.2. Benefits for the host city/region

The benefits of hosting a EuroVelo Conference fall into three categories:

- i. boost to the development of cycling tourism;
- ii. reputation and publicity as cycling tourism destination;
- iii. direct economic benefits.

i. **Boost to the development of (cycling) tourism:**

Hosting a EuroVelo Conference is integrated in a strategy to improve sustainable tourism in general and cycling tourism in particular. In all phases of the process (preparation of the conference, the conference day, the evaluation phase) the city/region will benefit from a boost to the development of cycling tourism. The responsible departments in the city/region will be motivated to showcase their work on cycling tourism planning and promotion. All the cities/regions that have hosted the conference have been able to develop their provision for cycling tourism. They benefitted by:

- publicising cycling tourism in the city/region and presenting papers
- raising the international profile and prestige of their city/region



- creating a more fruitful relationship between the city and its stakeholders (SMEs, tour operator, cycling tourists, etc.)
- generating substantial publicity for their city/region and its cycling tourism policies
- receiving feedback on their cycling tourism plans
- hearing and seeing other positive policies and examples in these fields
- taking a lead and bringing professionals together
- involving the elected representatives in the debate on cycling tourism issues
- meeting a wide range of others involved in this field and fostering links
- engaging with the public on tourism issues

Working on the conference is a very good way to improve confidence and foster a more productive working relationship between the city and cycling tourism stakeholders.

ii. Reputation of the city/region/country as a cycling tourism destination:

The EuroVelo Conferences are well known and well respected as important events in the cycling tourism field in Europe. The event, above all, generates added international prestige for the host city/region and the involved organisations and institutions because it will attract opinion leaders and media in the fields of cycling and tourism

iii. Direct economic benefits for the city:

The EuroVelo Conference promotes and publicises the host city/region as a whole by attracting visitors and boosting local economy. The conference attracted over 150 participants in the last edition. We do advise that tourist and convention bureaus be involved in your bid, as by doing so very often additional benefits can be accrued.

1.3. COSTS AND FINANCES

The host city/organisation has full financial responsibility for the conference, receiving all direct income and bearing all direct costs. However, the ECF should agree on the fees that will be charged for the participants of the conference (if any) as well as on the overall budget and how it will be executed. All this is to ensure a quality event that will give returns to the local organisers and to the conference series overall.

1.3.1. Costs

We expect the host city/region to financially guarantee the budget proposed in the bid. Similar to other conferences, most of the spending has to be done before the majority of the income comes in.

The breakeven calculation should make provision for the following costs:

- the fee payable to the ECF (please see section 3.5 of this document for further details);
- start-up project costs to the organisers;
- taking into consideration the size of the event (150+ delegates, exhibition, side events, etc.);

1.3.2. Income



Event income can be raised from several different sources:

- Delegate fees
- Commercial sponsorship
- Institutional support
- Conference Exhibition

Example of Income budget:

CONCEPT	UNIT COST	NUMBER	TOTALS
Delegates Fee	120 Euro	175	21,000 Euro
Gold sponsor	20,000 Euro	1	20,000 Euro
Silver sponsor	10,000	1	10,000 Euro
Other sponsors	2,500 Euro	3	7,500 Euro
Exhibitor fee	1,500 Euro	12	18,000 Euro
		Total income:	76,500 Euro

1.4. THE CONFERENCE

1.4.1. Delegate composition

An important aspect of the EuroVelo Conference is the wide variety of people who attend. Most other events concentrate on only one type of delegate, so that the people involved in the sectors important to cycling tourism do not often meet each other. The EuroVelo Conference is different, and much effort is made to attract different types of delegates, with special attention given to associated sectors. Due to this mix the conferences have a very creative and international atmosphere. The delegates targeted include:

- European, national, regional and local tourism bodies
- Organisations representing cycling tourists (ECF's member organisations represent over half a million individual members)
- local, national and international politicians
- the tourism industry, including accommodation, tour operators and other SMEs
- relevant national and international organisations and institutions
- public transport operators and organisations
- health professionals and those working in health promotion
- leisure and tourism managers
- academics and research institutes
- tourism, transport and environment consultancies
- cycling and tourism related press and media



1.4.2. Conference formats

The EuroVelo Conferences are known for their participatory nature, providing opportunities to take part in workshop sessions. It is also important to plan informal sessions during the day, and social events in the evening where it is possible for delegates to meet and talk to each other.

A Conference programme overview could be:

- Welcome drinks/reception
- Conference opening
- Plenary session
- Parallel sessions - different formats such as:
 - workshops
 - roundtable discussions
 - television platforms
 - other interactive formats
- Closing plenary sessions
- Gala dinner
- Technical site visits (excursions and technical visits for at least half day).

Formal plenary sessions are used for presentation by the innovative thinkers and movers in a wide realm – not limited to cycling tourism experts but people with a knowledge of fields relevant to cycling tourism. The goal of plenaries is to frame the conference through big picture discussions.

At certain points during the day there should be several workshop sessions running simultaneously (4 x 50 people). The proposed facilities must be able to cater for this, and this is an important factor in selecting a venue.

The conference should last at least for one full day (09:00 – 18:00).

During the conference the host should provide a lunch and coffee breaks for the participants for free (included in the participation fee).

Social activities such as the welcome drinks and gala dinner are the perfect opportunity for the participants to interact with each other, network and exchange ideas and projects. All social activities, site visits, etc. should also be part of the official programme and should be free (included in the participation fee).

Please note that the content of the conference must at least be available in English. Translation services to other languages can be provided as an option (at the cost of the host).

1.4.3. Exhibition



The bidding city/region should include an exhibition in the conference. The exhibition should be held during and inside the facilities where the conference will take place. Possible target groups are:

1. experts/consultancies
2. industry (e.g. tour operators, SMEs, etc.)
3. cities, regions, national authorities, European institutions
4. Tourism bodies, destinations, etc.

The exhibition must be professionally handled by the bidding city/region (e.g. involving an expert) and should prepare an exhibitor's media pack in order to target the groups of interest mentioned above. ECF can contribute by helping to disseminate this information.

1.4.4. Proceedings

The proceedings of the conference form an important part of the project. Planning should be made so that the abstracts of papers are available at the start of the conference; thus, delegates can easily judge which sessions to attend. Within two weeks after the Conference, all presentations, videos, pictures, etc. should be available at the Conference's website and transferred to the ECF (if not already).

2. CONDITIONS AND QUESTIONS

This is the focal point of the bid document. The conditions and questions that follow seek both to offer you the opportunity to make the best bid, and also provide us with the information that we need to ensure a quality event.

The EuroVelo Conference is an inspiring event that can bring great benefits to the organisers; increase and develop the EuroVelo network and cycling tourism generally; and also provide memorable moments. Accordingly, we need to know how you will work with us, and what will be provided for the event to ensure the quality and prestige of the series. Overall, we want to get an idea of how you see the Conference in your city/region, and what place it would have in your city/region's ambitions for the future.

The next section has two parts. First are the **QUESTIONS**. These are the areas where we are looking for your imagination, ideas and vision. There are notes attached to each point to guide you as to what we are looking for in each case. Second are the **CONDITIONS**. These are the minimum requirements that we expect to see in any city bid. Furthermore, we ask you to provide us with information to show how these expectations can be met. Before you set out your answers, please refer to sections 3.1 and 3.2.

Section 3.1 details the requirements for the written material to be submitted. Section 3.2 sets out the criteria against which the bids will be judged. Both are obviously important in framing the ideas you submit and the way they are presented.

2.1. THE EUROVELO CONFERENCE QUESTIONS

Bidders for the 2020 conference are invited to reply to the questions below. You should show how your event can be really special, and not only add value to the EuroVelo Conference



series, but also play an important part in raising the profile of your city/region for its work on sustainable tourism and cycling tourism.

2.1.1. Fundamental Questions

Q1. *Why do you want to hold the conference?*

This may sound like an unimportant question, but in some ways it is the most important of all. In our experience those cities/regions/countries where there was a strong reason to hold the conference have turned out to be the most memorable events. There can be many different reasons, but we would like to know what the ambition is that will keep you going through all the hard work required.

2.1.2. Program content

Q2. *What would the overall theme of the conference be, and how might this theme be reflected in the conference?*

The theme is important, and not only provides a good indication of the topics within the event, but is also a selling point in itself. This theme should of course be reflected within the program, and should be chosen to reflect the topical aspects showing where the development of cycling currently is. For example, last edition was 'Experience the unique'. What would you choose as the main theme?

Your proposal will be important for the bid, but the final decision for the theme and subtitle of the conference will be made in the first official meeting of the Executive Committee.

2.1.3. City/region/country context

Q3. *What cycling tourism facilities/initiatives currently exist in the city/region that would be interesting for delegates to see, and what are planned to be completed by the date of the conference?*

Many of the delegates have a professional interest in the cycling tourism provision in the host city/region. Delegates not only want to hear about cycling tourism, but also want to see practical examples. This should include local sections of the EuroVelo network.

Q4. *What strategies exist in your city/region/country to increase cycling tourism?*

This question is designed to allow you to include the wider policies and strategies on local, regional and national level and that are designed to increase cycling tourism.

Q5. *Are there any special factors such as local and/or regional elections before and during the conference period that could affect the support from any public bodies involved and therefore the conference planning process itself?*

Political support for your bid is obviously vital, and we should know what support your bid has from the current administration, and whether there are any local or regional



elections during the time from now until October/November 2020 that could meaningfully affect that support for the project.

2.2. THE EUROVELO CONFERENCE CONDITIONS

Bids for the EuroVelo Conference should provide full answers to the following conditions:

2.2.1. Basics

C1. *When is it proposed to hold the conference?*

We would like to hold the 2020 conference in the period of October –November 2020. The date will depend on the location and we are open to (a limited amount of) negotiation.

C2. *Where is it proposed to hold the conference?*

We would like to know not only the city location, but also where in the city you propose the event to be held. It is seen as valuable that there is one conference site as close to the city centre, transport services and accommodation as possible. Details of the location should be given, such as the total numbers that can be catered for, and the number of breakout rooms. At this stage, you can propose more than one location, if you feel that further discussions with us on this matter would be useful before proposing a final choice of venue. It is ideal for the organisation of the conference to have access to the venue the day before the conference begins.

Please include link(s) to the proposed venue(s).

C3. *Which EuroVelo route(s) is the city located on?*

It is important that the EuroVelo and Cycling Tourism Conference is located on at least one of the EuroVelo routes. Please indicate which route pass by the city/town where the Conference is planned to take place and the current conditions of the route (signposted with EuroVelo signs or not, level of development, etc.)

C4. *Who are the main partners in your bid?*

In bidding, strong and widespread local, regional and even national involvement and support for the conference is important. We would like to see the host organizers putting together a bidding team that includes representatives from the following: city/regional authorities, national ministries of tourism, cycling tourism groups, convention bureau/destination marketing organizations, tourism organisations, universities and academia, cycling tourism companies, regional or national level. This team can logically be involved in helping to plan the conference if successful.

C5. *Who would be the lead body responsible for the project?*

In the bid, it should be made clear who would be responsible for the overall and detailed planning in the host city/region – would it be done from within the city/region/country or from outside? What resources and authority will they have to oversee and implement the tasks?



C6. What would be the profile of the person you expect to be the event and programme coordinator?

We will want to see your ideas about choosing an event and programme coordinator. This is obviously a key person in ensuring good event planning and a successful event, and their selection is an important matter to us. You should indicate the skill and experience that your proposed conference and programme coordinator has to perform the various tasks during the planning process including managing a professional conference organiser (PCO).

The involvement a PCO is mandatory in order to ensure the professional handling of the conference. We highly recommend involving a PCO from the bidding process onwards. The PCO should coordinate the abstract review process.

It should be said here that the event and programme coordinator will be working directly alongside the Business Development Officer, Jesus Freire, as part of the planning and execution process.

C7. Can you provide us with a draft budget for your bid?

Although we recognize that this will be an estimate at this stage, we wish to see that there is sound financial planning for this event. The budget should therefore show all major income and expenditure items, and as far as possible be in balance. The greater the proportion of costs that can be covered by sponsoring bodies and others will be seen as a positive indication of good planning. The greater the offers of firm support, the better.

Attached to this bid you will find an example of budget. Please fill/update it according to your proposal.

2.2.2. Planning and organization

C8. How will you ensure that your National EuroVelo Coordinator Centre or Coordinator (NECC/Cs) will play a full role in the organisation and planning of the conference?

It is important to us that the NECC/Cs play a substantive part in the planning process. If you are not already in contact with the NECC/Cs in your county, we can supply you the names of contact person. How will you ensure that the NECC/Cs are directly involved in the planning and program, as well as organising side events (visits, etc.)?

C9. The exhibition should be an important part of the Conference. How would you plan for this to take place as part of the conference?

The Conference is the ideal place to plan an exhibition (with participation fees) for the tourism industry, government organizations, companies, tour operators, destinations, etc. This has a lot of potential for this event but calls for some specialist skills. How will you ensure that this can be well organised, well publicised, accessible yet also self-financing? The conference venue should provide space at no cost for the dispersal of information brought by delegates.



C10. *Communication is an essential element of a successful Conference. How do you plan to build communications for the 2020 edition?*

To reach out to all interested parties, a clear and comprehensive strategy has to be ready in advance and run by a designated communications team. Do they have the expertise to connect not only to local but also to international professional audiences? When will you provide us with a draft of a communications strategy?

2.2.3. Event quality

C11. *What types of accommodation will you offer to delegates?*

A variety of accommodation is required to cater for the varying spending levels of the different types of delegates that come to the event. This varies from 5-star hotels for high-level politicians to budget accommodation at a 3-star level. Some delegates opt for home-stay with user group representatives in the host city. Can you show how all needs will be catered for in your planning?

C12. *How will you provide bicycles and safe bicycle parking facilities for delegates and partners attending the conference?*

Delegates should be provided with a bicycle at little or no cost and/or a local travel pass for the duration of the event so as to participate fully in the conference program and visits. Furthermore, the venue should provide of safe bicycle parking facilities for all delegates with bicycles. How would you plan to do this? For other conferences organised by the ECF, manufacturers have provided bicycles in the past as part of a sponsorship package, but this is not the only way this can be done. Some delegates will bring their own bicycle with them, but about 80% of delegates will use a bicycle depending on the events planned. Adequate and secure cycle parking and cycle maintenance should be provided at the venue/s.

C13. *What social program/technical site visits do you plan to organize for delegates of the conference?*

It is not only important to think about the core event program of presentations, but also to consider the social events and technical site visits. These are not only important to provide time for people to network and meet others attending the event, but also should give delegates a lasting impression of your city and its heritage. It is normal that there will be social events provided for the evenings. How will you provide delegates with a lasting memory of your city/region (e.g. welcome drinks, final gala dinner and technical site visits)?

C14. *How close are the conference and accommodation sites to major transport links such as airports, train and bus stations?*

All functions and events during the conference, including evening and social events should be easily accessible by bicycle, public transport or on foot. Access to and from the nearest train station and airport by bicycle and public transport should also be considered as part of the planning for the event. How do your choices of venue reflect this aim?



C15. How much time would you need, after learning that your bid has been successful, before you could start working (see section 3.6)?

Event planning is all about managing time and people. Once the host city/region is chosen, there will be just 12 months to the conference date. Therefore, we need to know that a planning team with the necessary resources to do the job effectively can be in place immediately after the final choice (e.g. selection of the PCO, event and programme coordinator, etc.)

C16. What side events do you intend to organize around the conference date?

Side events are those made to other cities and/or regions nearby that could also be included in the program as part of a post-conference option for delegates. These should have some tourism relevance. While technical visits should be part of the core program, side visits should be planned as an option if they add value and interest. What would you have to show and offer in this respect?

3. TERMS OF REFERENCE

3.1. WRITTEN BID MATERIAL

In preparing the proposals, bidders are free to determine the format and presentation of their bid. However, your bid should include:

Responses to the questions and conditions: You should answer all the questions and conditions (section 2) included the proposed budget so that your bid can be appraised. Please also bear in mind the selection criteria set out in point 3.2 below.

Language: All written material must be in English

Prices: All prices must be quoted in Euros including VAT (€)

Summary: In order that all the bids are easily comparable, we kindly ask that a two-page summary of responses to the conditions and questions is provided as well as a budget proposal.

- including the bidding organization/city/region/country name at the top of each page
- condition/question numbers running down the left of the page and the answers inset
- indication on which page number(s) the full response to that question/condition can be found

Your answers should include all relevant information to allow us to evaluate and judge your bid. The quality of your answers will weigh more heavily than the quantity of pages. Supplementary information on conference/hotel locations as well as city visitor attractions can be useful, but should be kept modest in size.

Submission: Please bear in mind that the provisional bid material will have to be submitted electronically and by post. For full information on requirements for the bid presentation, see section 3.6 on timetabling below.



3.2. EVALUATION CRITERIA FOR THE CHOICE OF HOST CITY

The bids will be judged on the basis of the following criteria to determine the most attractive bid taken as a whole:

- Overall quality of the bid (including the presentation of the bid document)
- Logistics (venue, plenary and side rooms, exhibition area, variety of accommodation, safe bicycle parking facilities, etc.)
- Location (accessibility by public transportation, location along a EuroVelo route, bids from locations that are attractive for the ECF regarding the history and the future of the EuroVelo Conference series, etc.)
- Cycling tourism, political commitment and experience (political commitment to cycling tourism and hosting the conference, experience on managing similar projects, creative and attractive ideas, etc.)
- Marketing, promotion and communication
- Financial sustainability (budget proposal, sound financial planning giving good value, guarantees for the proposed budget, etc.)
- Organization (Professional Conference Organiser, etc.)
- Bids that comply with the ECF's and the conference series' goals and objectives.

3.3. DECISION MAKING

The EuroVelo Management Team will take the decision with the advice of the EuroVelo Council.

For all questions about decision-making the responsible contact is the Business Development Officer, Jesús Freire, whose contact details can be found at the end of this document.

3.4. FINANCIAL FRAME

Once the decision on the 2020 host city/region is made, a contract is then immediately signed by the chosen city/region (or the relevant constituted body). This will set out the responsibilities and the financial arrangements, which are:

- i. The general conference fee is €15,000 (see section 3.5 for more details), plus the costs for participation of ECF delegates at workshops called “pre-conference workshops” to discuss and to develop the main themes and concept of the conference organized by the host city and for the evaluation process. This fee does not include additional services of the ECF, on top of what is described in this manual, to be agreed upon in the contract with the host city.
- ii. Prior to the conference: travel costs (travel and accommodation) of max. 3 ECF staff (up to two site visits)
- iii. For the conference: travel costs (travel and accommodation) for 6 ECF delegates.
- iv. There can be additional support asked by the host city/offered by ECF, especially in relation with side conferences, academic collaborations, political meetings, advertising, etc. This normally will be arranged separately.



The draft contract will be sent to all bidding cities and will be negotiated in the time before the final decision-making. Please note that the ECF will only treat bids in the final decision-making meeting if they have agreed on the contract with the EuroVelo and Advocacy Director (written confirmation will be required). The contract with the winning city will be signed at, or immediately after, the decision by ECF, and it should be clear who from the city side is authorized to sign the contract.

3.5. FINANCIAL TERMS AND CONDITIONS

The general fee to be paid to the ECF is for the following benefits and services that the chosen host city receives from the ECF:

- use of the brand name EuroVelo® for the conference planning period
- our expertise and experience, including running the Velo-city conference series – the world's premier cycling conference.
- the conference database of names and addresses we supply
- our collaborative work with your team during the whole planning period, based on an agreed estimate of the number of meetings
- our work on international level to both promote and represent the conference
- The ECF will be involved in the event planning throughout the project, and expects to attend meetings to help plan the event

The EuroVelo Conference fee for the 2020 event will be €15,000 (VAT excluded). This sum will be payable in 2 stages on:

- First half (April) 2020 (€7,500) when the contract is signed.
- Second half (September) 2020 (€7,500) before the Conference.

All costs of bidding will be borne by the bidding cities/regions. These include:

- time and material costs of preparing the bidding material.

If the applicant is shortlisted (approximately 2 – 3 cities/regions are shortlisted), the additional costs to the bidding cities/regions will also include:

- travel and accommodation costs of max. 3 ECF representatives for a site visit in order to assess the shortlisted bid.

If the applicant is selected, the additional costs to the bidding cities/regions will also include:

- travel and accommodation costs of max. 3 ECF representatives for a site visit during the bid process (up to two site visits).

3.6. TIMETABLE FOR PROPOSALS

The timescale for the selection of the event is set out below.

March 2019: publication of bid manual



At this point, the selection process starts. From this time, interested bodies should begin making plans, formulating provisional answers to the EuroVelo Conference conditions and questions preparing a budget and checking potential locations (venues), and talking to possible partners. Informal discussions can, and should, take place between interested cities/regions and the EuroVelo Management Team, and we will offer help and assistance equally to all bidders.

July 8th, 2019 (noon CET): deadline for proposals/bid

Your bid has to be supplied (digitally) to the ECF (please see contact details below) by July 8th 2019. All cities/regions should provide two copies of printed bid documents by post (please see contact details below) no later than 15th July 2019.

We also need at this point the name, address and contact numbers of the main contact person for the bid. There may well be a team of people involved from your side, but in order to avoid confusion we need one main contact person through whom all material is sent, and contacts are made.

The bids will be sent to all members of the EuroVelo Council by the EuroVelo Management Team. Please be aware that bids received (digitally) later than July 8th, 2019 will not be taken into consideration.

September 2019: site visits

October 2019: decision on the host city/region and signing the contract with the host city/region

October 2020: EuroVelo Conference 2020



3.7. FINAL REMARKS

The bid process is designed to find the city/region best suited to host the 2020 conference. The important fact to remember is that for each conference to be a success, it should be a mixture of local people, considerations and skills in conjunction with our wider experience on the international level. In this respect, there is no set formula or recipe for how such a conference should be planned, and new and exciting ideas that will further this event will be welcomed.

We hope that the enclosed information helps you appreciate the great potential of such a project.

We are looking forward to receiving your bid.

Contact details:

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