



Changing Gear

Jelling 
25 April 2019

KRIS ROCKELÉ
PROVINCE OF ANTWERP (BE)



UNIVERSITÀ
DEGLI STUDI
DI MILANO



Co-funded by the COSME programme
of the European Union



Greenways Heritage: an Opportunity for Reducing the Impacts of Visitor Travel on Cultural and Heritage sites.



www.aevv-egwa.org
www.greenwaysheritage.org



ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES

EGWA MEMBERS

European Greenways Association

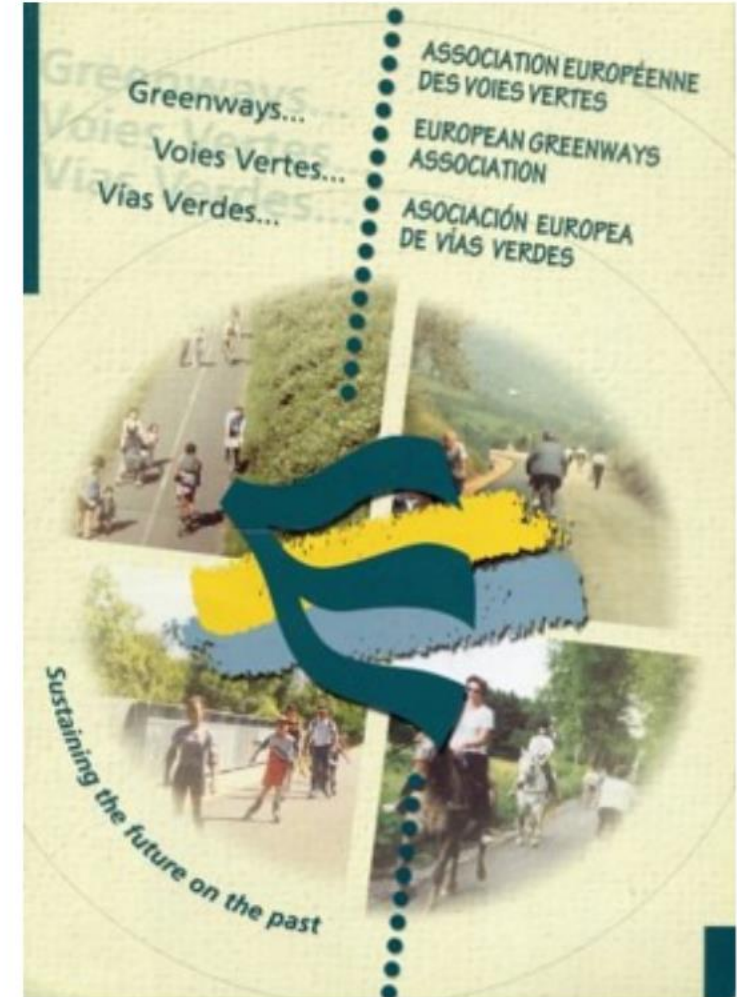


EGWA was created in 1998
in Namur (Wallonia, Belgium)

Objectives: **inventory** and
encourage the creation and
promotion of greenways in
Europe.

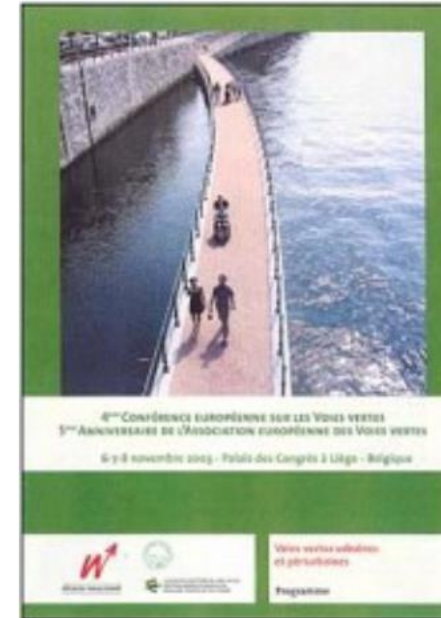
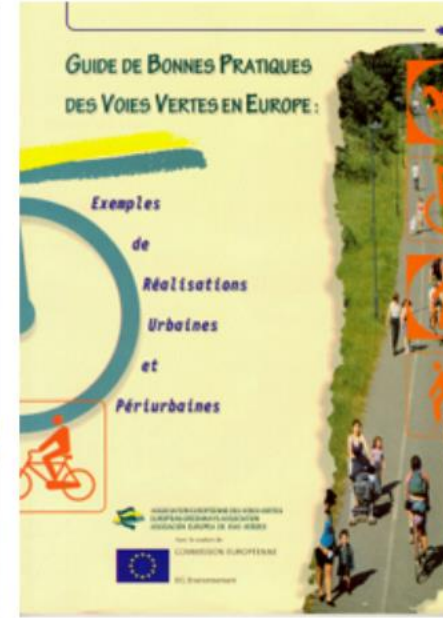
>50 members from 16
countries

Secretariat and executive
seat in Madrid (Spain)



Promotional Activities

- European Projects
- Lobbying
- Observatory
- Greenways Day
- Best Practices Guides
- Information Exchange
- Awards & Conferences
- Initiatives Diffusion
- Networking
- Cooperation
- Advise





Greenways **HERITAGE**

Greenways Heritage



Co-funded by the COSME programme
of the European Union

Development and Promotion of a Transnational Cultural Tourism Product
Linked to Greenways and UNESCO Cultural Sites



 Greenways + outstanding
cultural sites
although
no joint promotion

 Link Greenways – UNESCO
Still weak today



Tourism product combining



Greenways
&



UNESCO sites located
nearby

To create very attractive
cycle routes and to attract
more tourists.



Greenways Heritage – Actions and Events



Tourism Product

Lead: FFE

- Product development
- Improving competitiveness of SME's



Information, Knowledge, Experience in CCI

Lead: Milan University

- Use of CCI at UNESCO sites and greenways
- Special activity: [virtual tour in 3D/AR/VR](#)
- New technologies



Promotion & Communication

Lead: EGWA

- Workshops & conferences
- Valorization strategy
- Campaigns
- Special award innovative actions
- Declaration for UNESCO & greenways



Guimarães Declaration

For the Promotion of UNESCO
Sites and Greenways as
Common Sustainable
Destinations in Europe

2018 
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

We encourage you to subscribe!



Tourism GIS – 15 Itineraries in 8 Countries

Creation of a GIS-database



Cultural-historical resources

Churches, castles, museums, archaeological sites



Natural Resources

Protected areas, historic gardens, panoramic points



Tourism services

Accommodations, food & beverages, bike rental points, info points



Accessibility Point

Rail stations, navigation services

Final Goal: to Map 15 itineraries in 8 countries

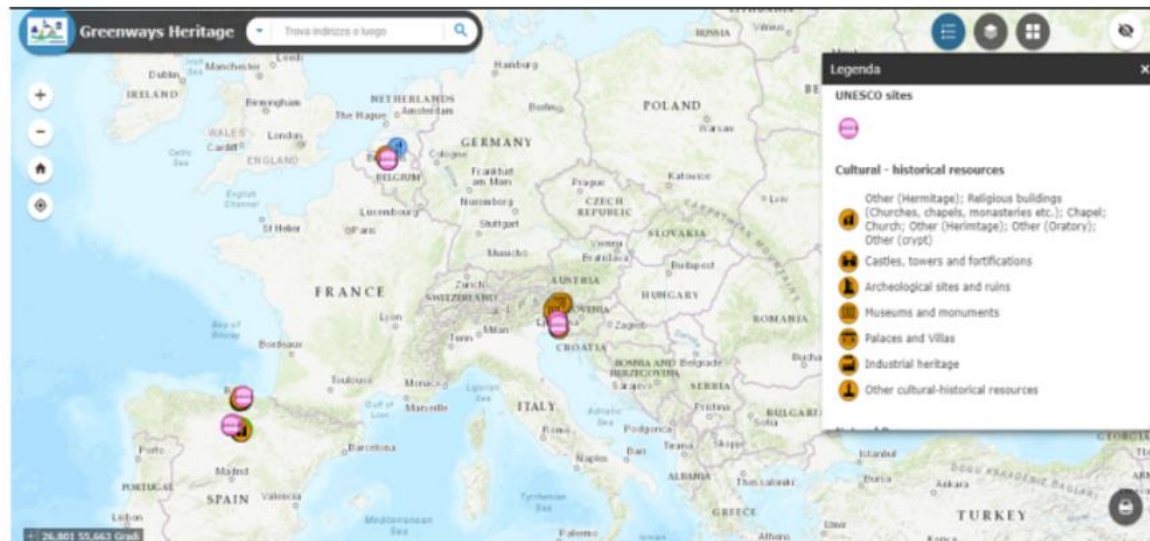


Tourism GIS – 15 Itineraries in 8 Countries

Database: shared with **tourists** and **stakeholders** through the development of a **Web-GIS based application**

APP developed by integration of **two ESRI development tools**

1. Web AppBuilder



2. Story Map Tour



Report on Tourists and their Impact on the Territory

Stakeholders Survey

We kindly request your collaboration to respond to the survey



GREENWAYS HERITAGE

 Opportunity to promote jointly UNESCO and Greenways nearby

 Opportunities for cooperation



 ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



 Provincie
Antwerpen



UNIVERSITÀ
DEGLI STUDI
DI MILANO

 MECHELEN

 Comunidade
Intermunicipal
do Ave

 LATVIAN
GREENWAYS
ASSOCIATION

 TURISMO
VIVENCIAL
HAND MADE EXPERIENCES

Opportunities

For Entities not Participating in the Project



Integrate your greenways



Create your Greenways + UNESCO tourist packages



Contribute to the best practices in innovation



Participate in the special European Greenways Award



The GIS will update the AEVV-EGWA and other greenways, not connected with UNESCO sites

Creation and Sale of Tourist Products

Greenways + UNESCO

[DESTINOS](#)[VÍAS VERDES](#)[VIVENCIAS](#)[ESCAPADAS](#)[EVENTOS](#)[AGENCIAS](#)[NOTICIAS](#)[NOSOTROS](#)

Desde 435 €

TARRAGONA EL VENDRELL

Tradición Castellera con taller de cocina

Desde 665 €

VÍA VERDE DE LA SIERRA

Entre Cádiz y Sevilla pedaleando

Desde 245 €

VÍA VERDE VAL DE ZAFÁN

Castillo de Tortosa y naranjos del Ebro

Desde 245 €

VÍA VERDE DEL TAJUNA

Una vía verde muy cerca de Madrid

Desde 370 €

VÍA VERDE DE LA SENDA DEL OSO

Naturaleza salvaje a la búsqueda del oso

Desde 755 €

VÍA VERDE DEL ACEITE

En bicicleta entre océanos de olivos



Next edition of the European Greenways Award 2019

Special Prize Greenways Heritage – Innovation



9th European Greenways Award - 2019

Award Ceremony: 5th September, Vidzeme region (Latvia).

www.europeangreenwaysaward.org

#GreenwaysAward2019

Pictures: awarded Greenways. Limerick, 2017

Special award:

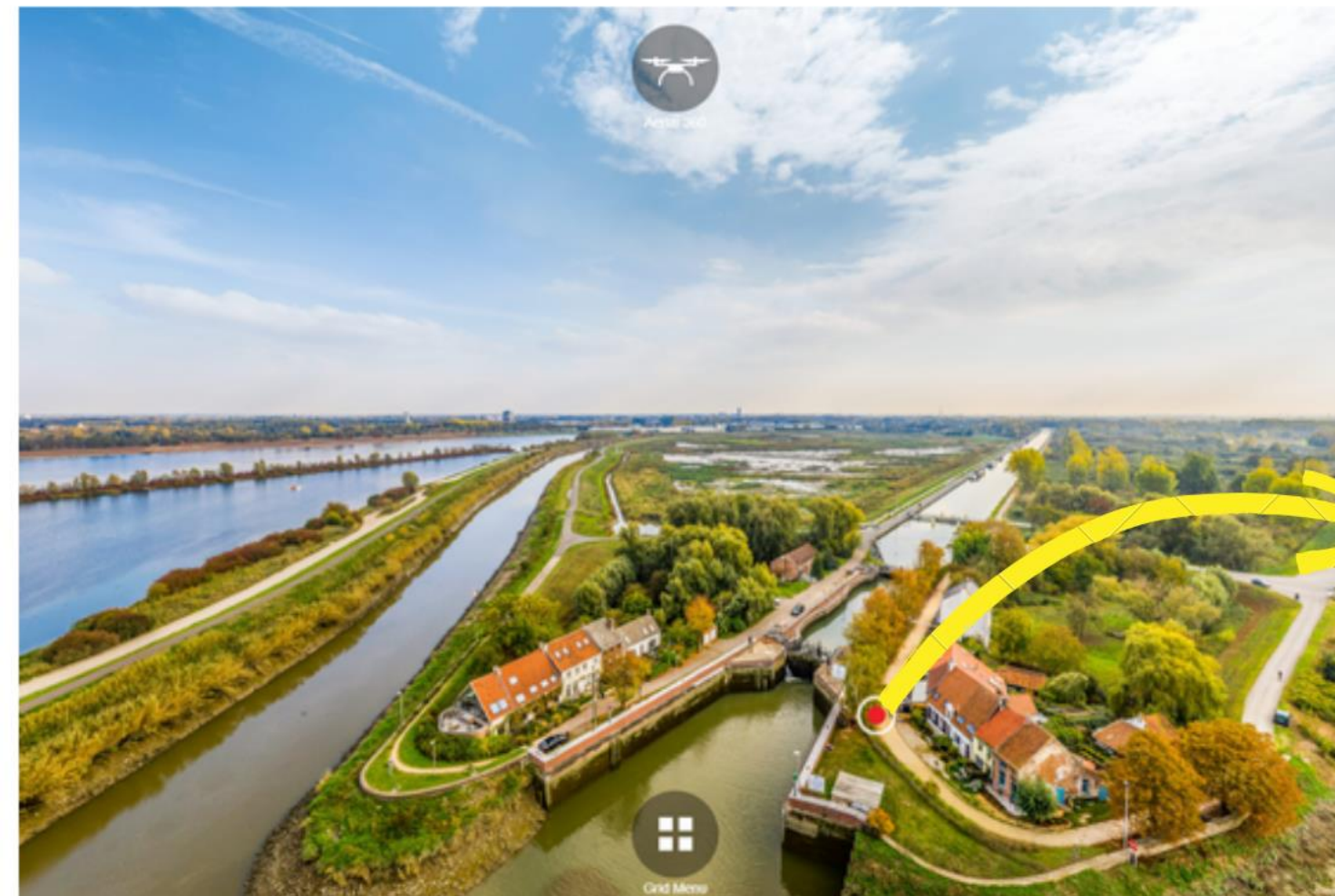
Co-funded by the COSME programme of the European Union

ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES

VIDZEME TOURISM ASSOCIATION

Introducing New Technologies on Cultural UNESCO Sites and Greenways

Zennegat, Belgium



- VR
- AR
- 360°



Sustainable Travel & Overcrowded Cities

Closed Rural Hotels & Congestion by Cars

Reducing the Impact: Greenways lead mostly Outside the City



Rural Hotels:
Standard requirements
government are too high



Lack of
infrastructure

=

Negative impact on
cycling holidays



Although sustainable
economical impact

Sustainable Cycling Tourism

Better Distribution of Tourism: Conditions



Area outside touristic saturated city needs to be sustainable attractive



Investing in comfort:

→ Public transport with high frequency between urban and rural areas





Sustainable Cycling Tourism Powered by New Technology



Need of information
about train-bicycle
transport and
infrastructure in area



Indication of facilities

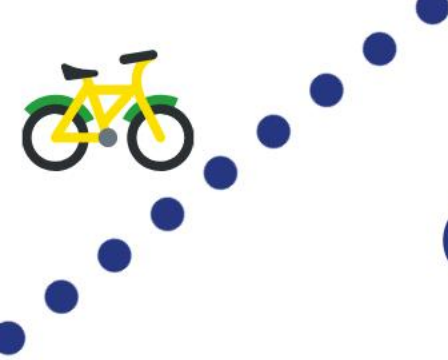


Docking Stations

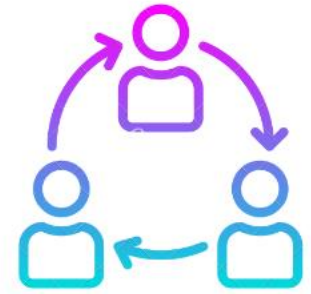


Luggage Service

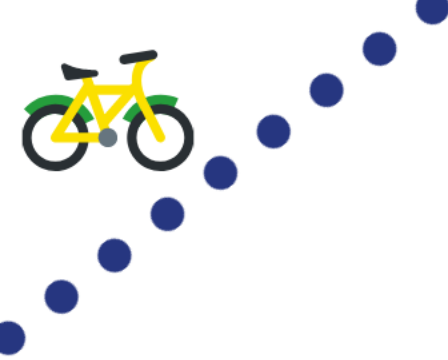




Globalisation + Digitalisation



"The Experience Economy, updated edition",
Pine & Gilmore, 2011



EXPLORE



Concept Flourishing Destination



Business as usual is not sustainable



Tourism is part of a living, dynamic ecosystem



Flourishing
Destination



Flourishing
Community



A flourishing community is
a living network that is
interconnected



THE PLACE

VISITOR

FLOURISHING
COMMUNITY

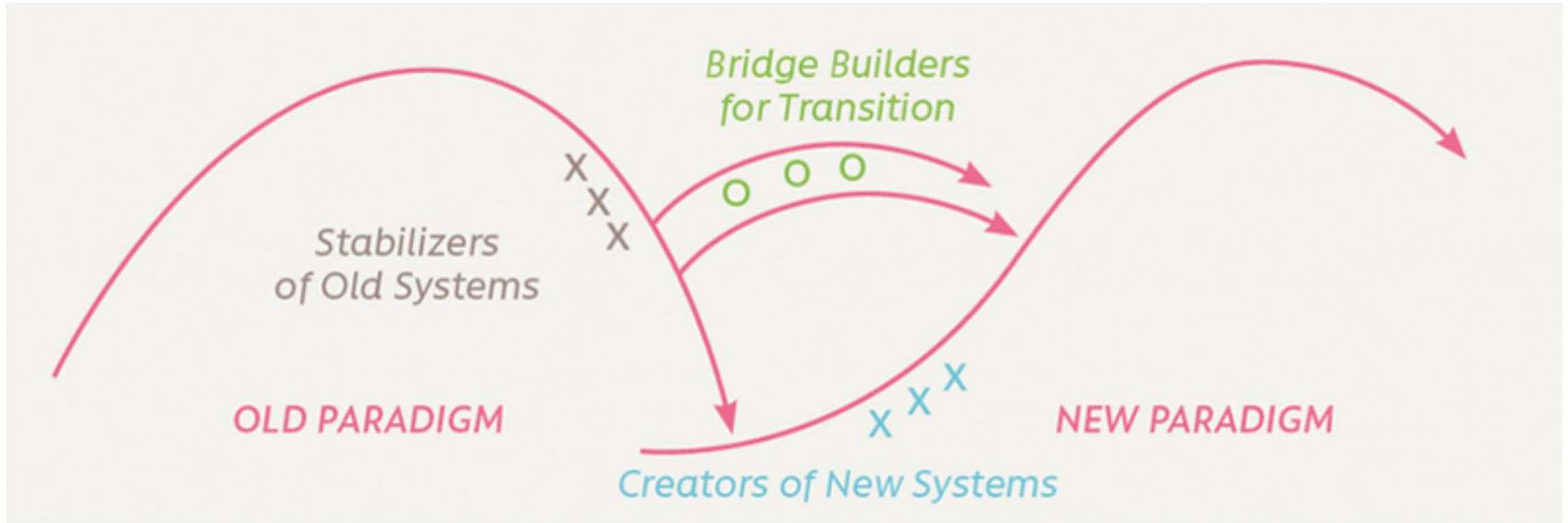
RESIDENTS

ENTREPRENEUR

~~STAKEHOLDERS~~
'PLACE'HOLDERS



Is everything different tomorrow?





Changing Gear

Jelling 
25 April 2019

KRIS ROCKELÉ



Provincie
Antwerpen