



DEMARRAGE

The Rhine Cycle Route



EuroVelo Greenways and Cycling Conference “Cycling without borders: Lessons from the DEMARRAGE – EuroVelo 15 – Rhine Route Project”

Basel, September 19th



www. *EuroVelo* .com





EUROPEAN CYCLISTS' FEDERATION

EuroVelo





EuroVelo

Atlantic-Black Sea Route



North Sea Cycle Route

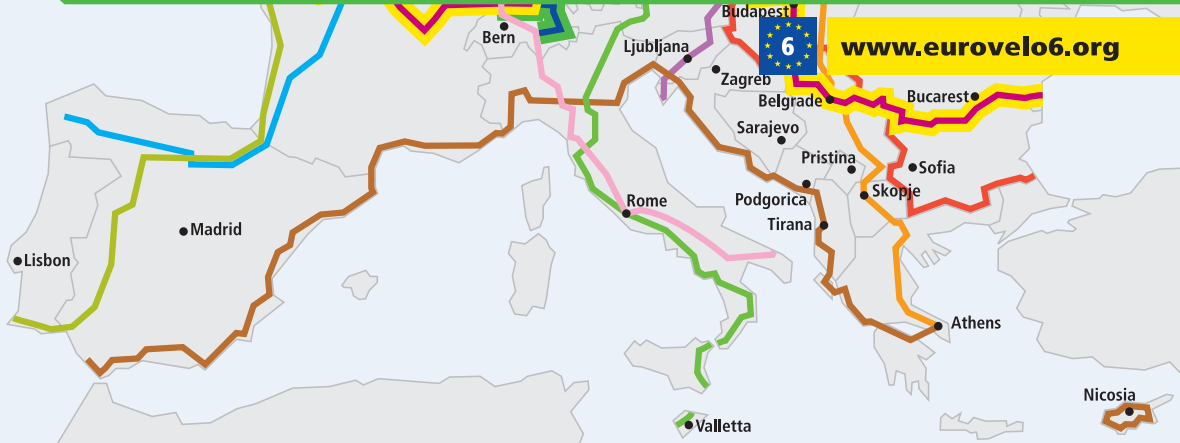



Rhine Route



 www.northsea-cycle.com

www.rheinradweg.eu



 www.eurovelo6.org



EuroVelo

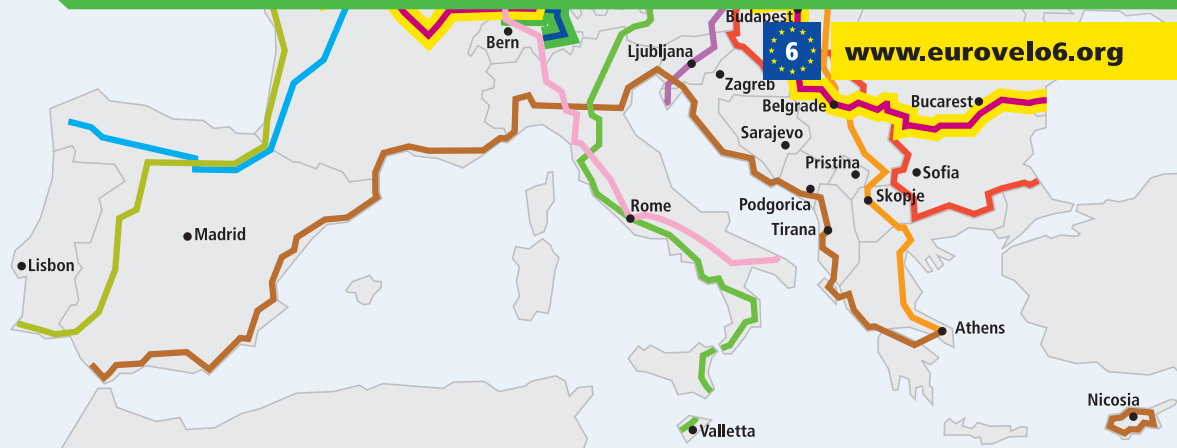
www.eurovelo.com

www.rheinradweg.eu

Rhine Route



DEMARRAGE 2011–2013





EuroVelo

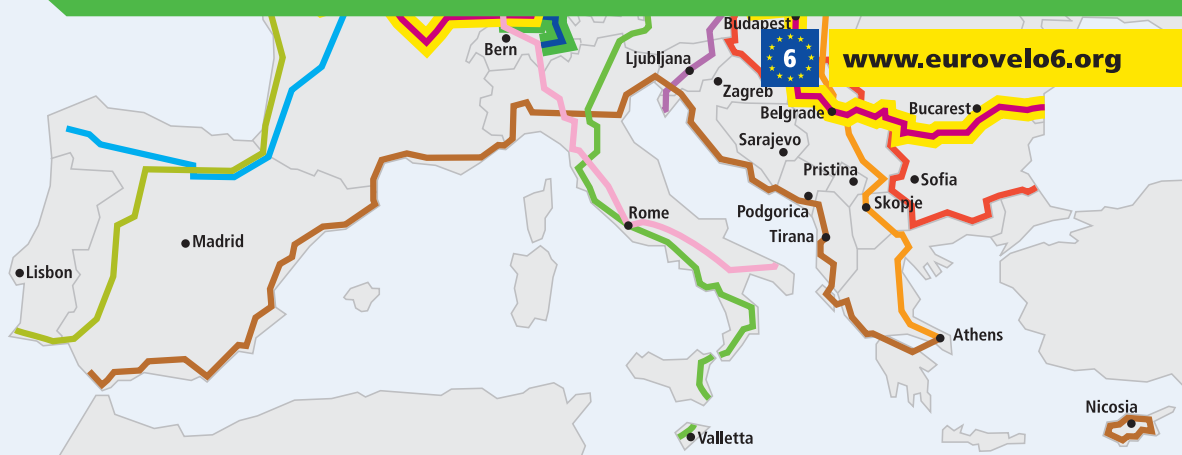


2012-2013

Rhine Route



DEMARRAGE 2011-2013

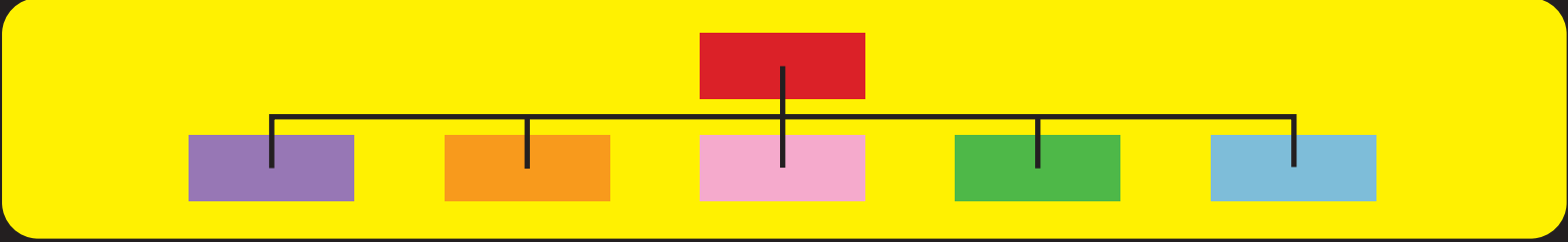




Atla

No

www.eurovelo6.org





www.eurovelo.com



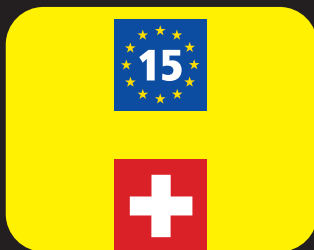
www.rheinradweg.eu



www.eurovelo.com



www.rheinradweg.eu



www.eurovelo.com

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 15

www.rheinradweg.eu



www.eurovelo.com



(www.rheinrad

201?



www.eurovelo.com



www.rheinradweg.eu

201?

15



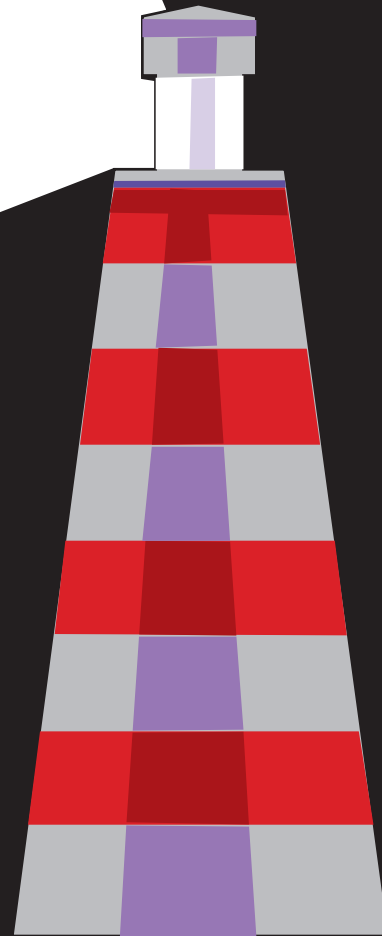
15

15

15

15

www.eurovelo.com






EuroVelo

National Coordination Centres

Guidance on application process

INTERREG IV B „DEMARRAGE“



EuroVelo 15
Rhine Cycle Route

Nederlands English Français Deutsch



EuroVelo 15

Countries
 Switzerland | Germany | France | Netherlands

Stages

Services

EuroVelo 15: From the source of the Rhine to its mouth in the North Sea

"The Rhine combines every quality a river can exhibit. The rapidity of the Rhone, the breadth of the Loire, the rocks of the Meuse, the sinuosity of the Seine, the translucency of the Somme, the historical reminiscences of the Tiber, the regal dignity of the Danube, the mysterious influence of the Nile, the golden sands of the glittering streams of the New World, the phantoms of some Asiatic stream" - Victor Hugo.

Open to cyclists of all capabilities, the Rhine cycle route runs along one of the largest rivers in Europe. From the Swiss Alps to the North Sea, the Rhine has fostered cultural and economic dialogue between the Alpine and Northern Europe for over 2000 years. Explore the beauty of this river landscape and the picturesque towns and villages lining its banks, a number of which are listed as UNESCO World Heritage Sites. Take a stroll or a bike ride along this cycling route running along the Rhine. Welcome to the EuroVelo 15 website - the Rhine Cycle Route!

1230
LENGHT
KM

9
SITES LISTED
BY UNESCO

4
EUROPEAN
COUNTRIES

EASY
RIDES FOR
THE FAMILY


Art along the Rhine

The Rhine
Natural heritage

Culinary delights along the Rhine

The Europe
Cultural heritage

World Heritage by UNESCO



TOMI UNGERER MUSEUM IN STRASBOURG



Artist and illustrator of books for adults and for children, including the famous work "The three robbers". Tomi Ungerer, born in 1931 in Strasbourg, is considered as one of the greatest illustrators.

EuroVelo 15

Countries

Switzerland | Germany | France | Netherlands

Stages

Services



Switzerland

Switzerland, the starting point of the EuroVelo 15, or the arrival point for those riding up the River Rhine, provides the most mountainous part of the route.

The 1320 kilometres of the EuroVelo 15 begin in the small village of Andermatt, perched at an altitude of 1436 metres. The climb of the Oberalp pass is the sportiest part for the cyclists: a series of hair-pin bends leads the cyclists along the EuroVelo 15 up to an altitude of 2044 metres, before rapidly sweeping down into the sumptuous Surselva alpine valley.

Wild Ruinaulta gorges, breathtaking bridges, flat-bottomed glaciated valleys, conifer forests, without forgetting the charming medieval villages and the inescapable Lake Constance, the heart and soul of Europe, a natural gem surrounded by a countryside made up of gentle valleys, orchards and castles.

From Constance, the EuroVelo 15 heads off towards the West along the Swiss / German border, going past the Rhine Falls in the region of Schaffhausen, the German-Swiss bridge-towns, and the Roman remains of the Augusta Raurica site.



The route passes a multitude of landscapes

From the quiet of the forests to the roaring waters of the Rhine Falls, at Schaffhausen; this powerful river is tamed by eleven power plants.

In Switzerland the following signposting can be found from Andermatt to Basel:



National information



SwitzerlandMobility Foundation

SwitzerlandMobility as the National Coordination Centre coordinates and communicates the most attractive, officially signposted routes for walking, cycling, mountainbiking, skating and canoeing in Switzerland. On the SwitzerlandMobility Foundation website, you will be able to access detailed descriptions of EuroVelo 15 in Switzerland, including online maps, all kinds of cycling friendly services and links to public transport connections.





Informations available in:
German / French / Italian / English



www.switzerlandmobility.ch

INTERREG IV B „DEMARRAGE“

EuroVelo 15
Countries
Switzerland | Germany | France | Netherlands
Stages
Services




From the source of the River Rhine to Lake Constance.

The River Rhine has its source at an altitude of 2345 metres, in a small shimmering lake surrounded by high peaks. From Lake Toma, the small torrent cascades down the hills, joins other streams and becomes increasingly larger as it continues its journey over 1233 kilometres through Switzerland, Germany, France, to its mouth in the Netherlands.

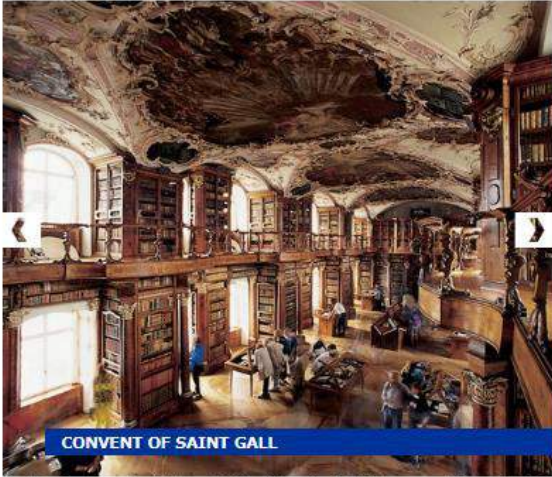
From Andermatt to Lake Constance, EuroVelo 15 covers a large loop along the powerful Alpine river. Along the whole of this route located in mountain settings, cyclists can appreciate several different landscapes. First of all, it passes through the Surselva, the largest Romansh region of the Grisons (Graubunden) and its impressive [...]

more

230
LENGHT
KM


1436 M
ALTITUDE OF THE DEPARTURE
POINT OF THE EV15

2044 M
HIGHEST POINT OF THE EV15
AT THE OBERALP PASS




CONVENT OF SAINT GALL

Located a few kilometres to the south of the Rhine, the Saint Gallen convent, founded in 613, was one of the largest Benedictine monasteries in Europe. The cathedral and library are the main components of this remarkable architectural structure, which reflects twelve centuries of activity. The Saint Gallen library, with its 160 000 books, including 2 200 handwritten works and 500 that are more than 1 000 years old, houses one of the most complete collection of books of the high Middle Ages of the German-speaking part of Europe.




The countries

SWITZERLAND





Switzerland

Switzerland, the starting point of the EuroVelo 15, or the arrival point for those riding up the River Rhine, provides the most mountainous part of the route.




<http://www.schweizmobil.ch>


The stages





Startseite | **Länder** | Schweiz | Deutschland | Frankreich | Niederlande | **Etappen** | **Services**




Hier finden Sie Reiseführer, fahrradfreundliche Veranstaltungen sowie grenzüberschreitende buchbare Angebote.




Alle Services



Raderlebnistage




Buchbare Angebote




Führer und Karten

Raderlebnistage




100 Jahre Rhein-Herne Kanal
(von 30.08.2014 00:00 bis 30.08.2014 00:00)
30/08/2014 | Duisburg

<http://www.kulturkanal.net>



Weinfest Kaiserstuhl + Tuniberg
(von 30.08.2014 00:00 bis 02.09.2014 00:00)
30/08/2014 - 2/09/2014 | Kaiserstuhl + Tuniberg

<http://www.weinfest-breisach.de>



Riswicker Familientag
(von 31.08.2014 00:00 bis 31.08.2014 00:00)
31/08/2014 | Kleve

<http://www.riswick.de>

Design of transnational marketing programme

Common marketing activities

As result of 12 internal marketing meetings

- Presentation at fairs
- Publishing flyers and brochures
- TV coverages – foto shooting
- Video
- Development „Rhine Cycle Summer“



Design of transnational marketing programme

Public relations

- Press articles
- Press releases
- Newsletter
- Advertising
- Presstrip

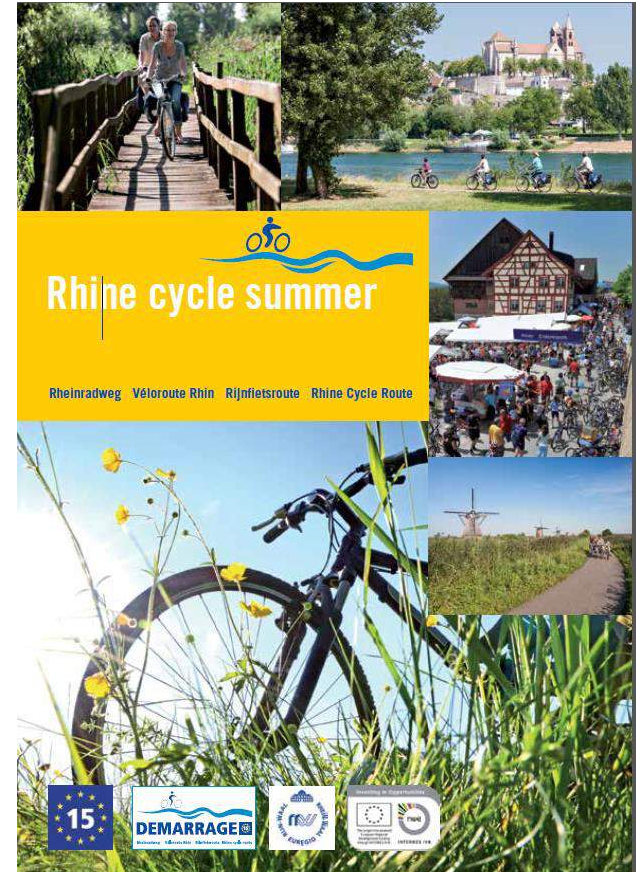
Social media

- Kick off – Fanpage Rhine Cycle Route



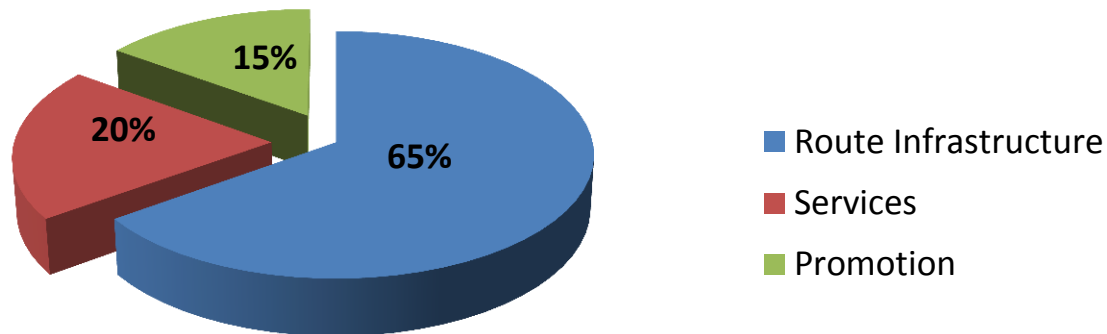
Transnational Engagement of the service sector

- **Goal: Initiating cooperation between small and medium-sized enterprises**
 1. What kind of cyclist-friendly offers exist along the Rhine Cycle Route?
 2. Which topics are relevant?
 3. Development and conceptualization of these topics in workshops
 4. Result: 11 detailed business concepts
 5. November 2012: Presentation of the developed concepts to tourism actors along the Rhine
 6. Example: Rhine Cycle Summer



European Certification Standard

- For EuroVelo routes or their major sections only
- Based on target group-oriented sets of criteria (essential, important, additional)
- Evaluating the state of route infrastructure, services, promotion & marketing
- Developed and applied for the first time on the Rhine Route



Long-term management

- Provides trans-national added value – more and more satisfied customers along the whole Rhine route
- Sustains the project results & investments
- Financially and organisationally sustainable – after the project
- Transferable – applicable to other EuroVelo routes



Long-term management

- Only deals with trans-nationally relevant activities (does not take over national or regional competences)
- Focusing on the most important –‘must do‘ tasks (route, services, marketing & promotion, organisation)
- Minimal financial contribution from each partner after the project ends – 2000 Euro + 8 Euro/km per year
- Creating a consortium – instead of a new organisation
- Transnational job will be undertaken by ECF and a ‘regional‘ marketing expert



Questions?



Kontakt:

Euregio Rhein-Waal
Emmericher Straße 24
D-47533 Kleve



Tel.:

0049 (0)2821 793036

E-Mail:

demarrage@euregio.org

