



ECF gratefully acknowledges financial support from the European Commission.



# EuroVelo Strategy 2030

NECC Meeting 2019 – 24 June 2019  
Dublin, Ireland



# Overview

1. Introduction – what has happened to date
2. Current draft
  - a) Objectives
  - b) Route network
  - c) Services
  - d) Marketing and communication
  - e) Monitoring and impact assessment
  - f) Organisation
  - g) Financial affairs
3. Discussion
4. Next steps

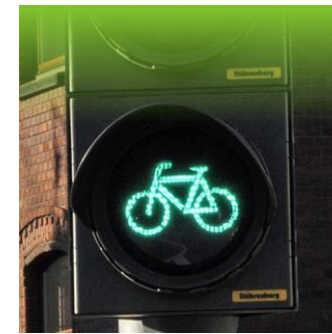


# What has happened?



# Objectives for today

- To get your opinion about the draft strategy
- Define the necessary changes (if any)
- Send a clear signal to the ECF Board about the direction the NECC/Cs would like to go



# Objectives of EuroVelo

- Reduce the CO2 emissions of the transport and tourism sectors
- Reduce the negative impacts of overtourism
- Increase the positive social-economic impact of cycling
- Solid organisational and financial basis for EuroVelo



# Route network

- Improved quality of the network



# Route network

- More geographically balanced EuroVelo network



# Services

- Increase the number of cyclists using public transport to reach / within EuroVelo routes



**EuroVelo**

Combining cycling with public transport



**Interreg**  **ECF**   
Danube Transnational Programme  
Transdanube.Pearls





# Services

- Cycle friendly service schemes well known and liked in Europe



# Services

- Successful bookable offers covering the whole network

15 NETHERLANDS

## Rhine Route Arnhem - Rotterdam

FROM 499 €

DURATION 6 days

DIFFICULTY Easy

ELEVATION Flat

TOUR TYPE Self-guided

FOR Rideable with children

FIND OUT MORE >

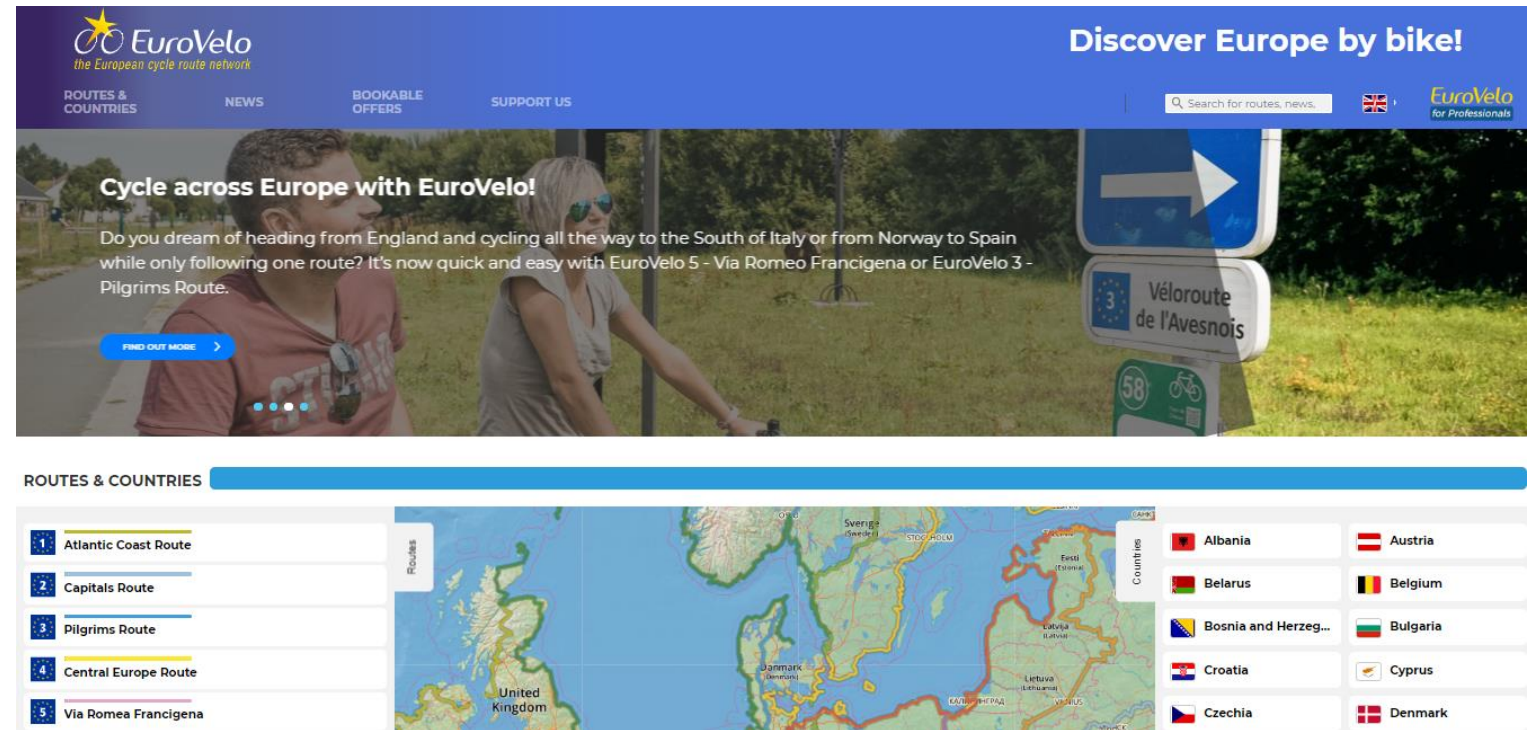


A varied route past historical places, beautiful fortified cities and typical Dutch polder landscapes. The cycling route will take you from Arnhem to historical towns such as Oosterbeek, Wijk bij Duurstede, Buren, Gorinchem and Dordrecht, past typical polder landscapes and ends in Rotterdam. Possible highlights of the tour include the Airborne Museum Hartestein, Doorwerth Castle, Loevestijn Castle, National Park the Biesbosch, the mills of Kinderdijk and the final destination Rotterdam.



# Marketing and promotion

- More attractive and frequently visited EuroVelo web solutions
- Strengthening the visibility of EuroVelo on printed and downloadable tools



**Discover Europe by bike!**

**Cycle across Europe with EuroVelo!**  
Do you dream of heading from England and cycling all the way to the South of Italy or from Norway to Spain while only following one route? It's now quick and easy with EuroVelo 5 - Via Romea Francigena or EuroVelo 3 - Pilgrims Route.

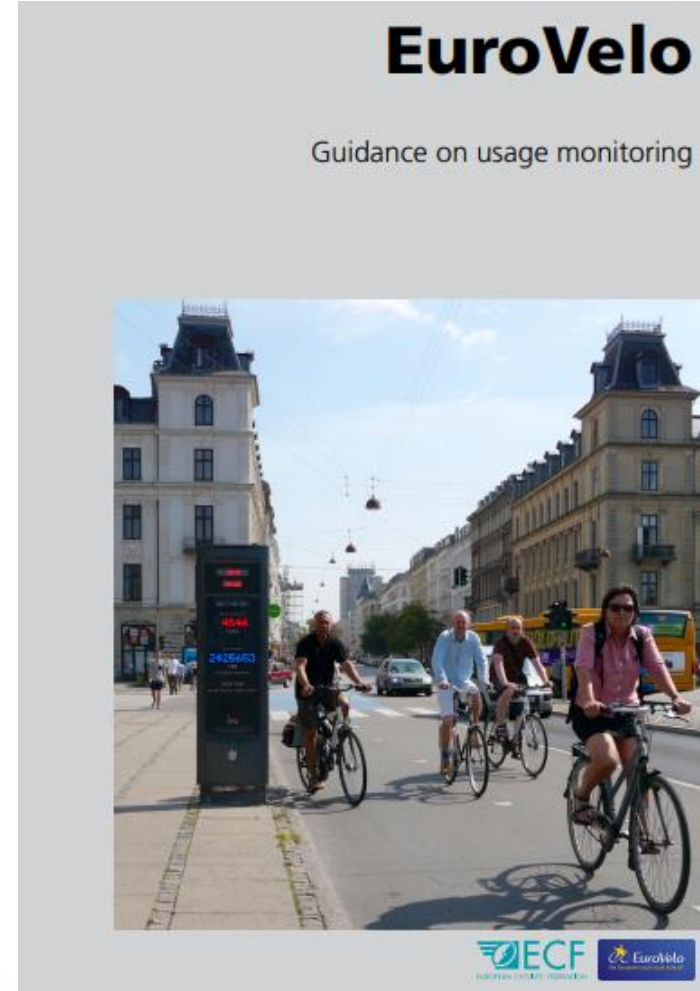
**ROUTES & COUNTRIES**

Routes	Countries
1 Atlantic Coast Route	Albania
2 Capitals Route	Austria
3 Pilgrims Route	Belarus
4 Central Europe Route	Belgium
5 Via Romea Francigena	Bosnia and Herzeg...
	Bulgaria
	Croatia
	Cyprus
	Czechia
	Denmark



# Monitoring and impact assessment

- Usage monitoring, research and impact assessments generating evidence for more and better investment in cycling
- Improved route monitoring providing up-to-date information for promotion and development



# Organisation

1. Remain network within ECF	2. Self-governing through delegated power	3. Independent
1/A With current governance	2/A Creating a unit within ECF but autonomous	3/A With strong ECF Influence
1/B With improved governance	2/B Separate private company led by ECF	3/B With limited ECF influence



# Organisation

1. Remain network within ECF	2. Self-governing through delegated power	3. Independent
1/A With current governance	2/A Creating a unit within ECF but autonomous	3/A With strong ECF Influence
1/B With improved governance	2/B Separate private company led by ECF	3/B With limited ECF influence



# Financial affairs

- Estimated operating budget €1.2 – 1.4 million p.a.
- Fundraising – increase and diversify financial sources (advertisements, individual donations, support from foundations and CSR schemes).



## C. Discussions

- Does anyone have any questions?
- What do people think about the draft EuroVelo Strategy 2030?
- Would anyone like to propose some amendments?
- What is missing at the moment (e.g. KPIs)?





## D. Next steps

- Non-binding vote on any proposed changes.
- Non-binding vote on whether the Annual NECC/Cs Meeting supports the Draft EuroVelo Strategy 2030.
- Adoption of the final version of the EuroVelo Strategy 2030 after the adoption of the ECF Overall Strategy



**Thank you !**

[www.ecf.com](http://www.ecf.com)

**Adam Bodor** – Advocacy and EuroVelo Director  
[a.bodor@ecf.com](mailto:a.bodor@ecf.com)