# Iron Curtain Trail EuroVelo 13 Workshop

Iron Curtain Trail EuroVelo13 North and Central Projects 7<sup>th</sup> of December 2011 Brussels, Belgium



Ministry of Sport and Tourism of the Republic of Poland





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#### Programme

14:30 – 16:00 EuroVelo (General) Workshop

16:00 – 16:30 Coffee break

16:30 – 18:00 EuroVelo 13 Workshop

18:00 - 19:30 Reception











#### Programme

- 16:30 16:35 Opening Speech Mrs Katarzyna Sobierajska, Ministry of Sport and Tourism of the Republic of Poland .
- 16:35 16:50 Introduction to the Project Andrzej B. Piotrowicz, PSWE
- 16:50 17:05 Route Summary Daniel Mourek, Nadace Partnerstvi
- 17:05 17:45 Discussion about the transnational Action Plan moderated by Adam Bodor, ECF
- 17:45 18:00 Realising the potential: Considering the Next Steps Michael Cramer MEP
- 18:00 19:30 Reception





















#### **Topics:**

- Methodology
- Status report and proposed actions for:
  - Route infrastructure
  - Services
  - Marketing, promotion
  - Organisation
- Costs and resources
- Next steps













#### **Methodology**

3 sections – 3 Action Plans:

- North (Norway), Finland, (Russia), Estonia, Latvia, Lithuania, (Russia).
- Central Germany, Czech Republic, Austria, Slovakia, Hungary, Slovenia.
- South (Croatia), (Serbia), Romania, Bulgaria, (FYROM Macedonia), Greece, (Turkey).

Common methodology

- Survey (Google maps, database) and evaluation
- Participative planning (Workshops, Interviews)
- Standardised actions (internal manual)
- Prioritised tasks (high low)
- Synchronized timing (short , mid and long-term)









#### Principles:

- Close to the current / former boarder
- Changing "side" country frequently
- Following the EuroVelo standards (to reach at least appropriate conditions, to decide between alternatives)
- Taking into account the local/regional/national stakeholders' opinions
- Stay realistic but progressive...
- Use the planning for motivation not for blame...











#### Route infrastructure - Status

- The final itinerary for the ICT: Summary length: 9.518km (4.827km North, 2.179 km Central, 2.511 km South) – <u>including</u> <u>"non-EU"</u>
- The final itinerary for the ICT: Summary length: 7.642 km (4.127 km North, 2.179 km Central, 1.335 km South) – <u>excluding</u> <u>"non-EU"</u>
- From it inappropriate route conditions:
  Summary length: 761 km (242 km North, 180 km Central, 338 km South) <u>excluding "non-EU"</u>













#### Route infrastructure - Necessary (main) actions

- Construction of new separate cycling infrastructure Summary length: 659 km (197 km North, 160 km Central, 303km South)
- Improve the surface of the existing separate cycling infrastructure, roads mainly for cyclists
   Summary length: 539 km
   (151 km North, 353 km Central, 35km South)
- Complete new signposting: Summary length: 3.737 km
   (3.153 km North, 246 km Central, 338 km South)













#### Services- Status:

- Number of sections daily etap: Summary : 189 section
   (99 section North, 61 section Central, 29 section South)
- Inappropriate service conditions
  Summary on: 43 section
  (24 section North, 9 section Central, 10 section South)
- Just appropriate service conditions
  Summary on: 62 section (22 section North, 24 section Central, 16 section South)





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#### **Services**

Actions (main):

- Transforming services to cycling friendly (everywhere) and establish national systems (in the North and South where it currently does not exist)
- Provide at least basic services (in the North and South) - home stay project Finland – adaptation in Bulgaria
- Provide rest stations (North and South)













#### **Promotion**

Status:

- ICT is not integrated to the existing promotion tools
- National cycling tourism portals are (mostly) missing
- Very limited special (separate) promotion for ICT Actions:
- Marketing plan for the route.
- Integrated marketing and promotion solutions
- Separate new marketing and promotion tools
  - Common webportal for ICT
  - Smart phone applications (Finland short t.)





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#### **Organisation**

Status:

- ICT is well known in the North and Central areas but not integrated into official development plans and documents
- Only 1 EuroVelo coordination centre and even some national coordinators are missing
- The route related organisational structure is missing on every level (regional, national, trans-n.)

Actions:

- Awareness raising, study tours, training etc.
- Organisational development on every level:
  - Steering and working committees











#### <u>Costs – 191 million Euro until 2020!</u>

- Short term:
  - Summary: 24 million Euro (17 million Euro North, 6 million Euro Central, 2 million Euro South)
- Mid term:
  - Summary: 64 million Euro (35 million Euro North, 13 million Euro Central, 15 million Euro South)
- Long term:
  - Summary: 103 million Euro (69 million Euro North, 2 million Euro Central, 31 million Euro South)

**Resources:** 

 Dedicated / available European resources are needed to convince the decision makers and mobilize national / regional / local or private cofinancing!







# Looking forward

- Publishing the Transnational Action Plan.
- Lobby for its implementation and acceptance
- Drafting new projects and applications













### Thank you for your attention!



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For further information on the DG ENTR Tourism Unit:

http://ec.europa.eu/enterprise/tourism/index\_en.htm



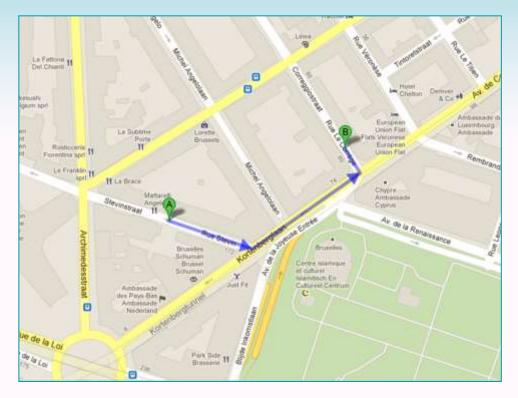








# Thank you for your attention!



We invite you to a Reception to be held in Restaurant Le Corrège, which is a short walk from the Permanent Representation of the Republic of Poland to the EU at rue le Corrège 90, 1000 Bruxelles







