



The European Certification Standard (ECS) – objectives, principles and methodology.

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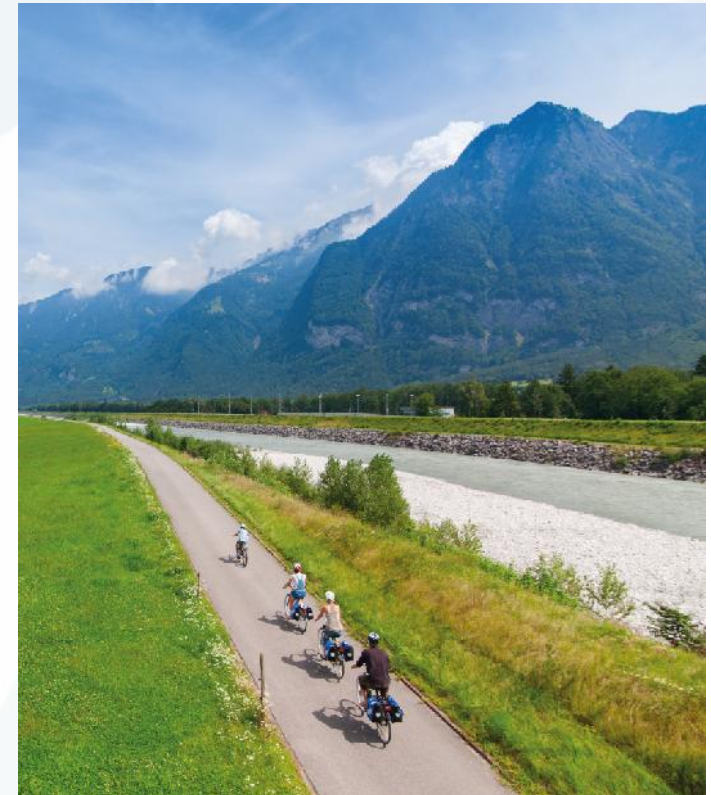
Content

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Objectives

- Motivation for quality improvements, investments
- Quality control for communication to end users



Definitions

- A whole EuroVelo Route
- OR
- A major (cross-border) section of a EuroVelo route can be certified



Definitions

The basic units of data collection for the certification are:

- 'Daily Sections' (30 -90 km)
- 'Minor Sections' (1 km).



Criteria

- Essential criteria
- Important criteria
- Additional criteria



Criteria

Essential criteria:

- cover the needs of regular cyclists, who use bicycle as a main mode of daily transportation and/or frequently for leisure and tourism purposes.
- All the essential criteria must be met along the entire route.



Criteria

Important criteria:

- needs of occasional cyclists with little experience and average skills and fitness levels, who use a bicycle regularly
- at least 70% of the length of the route should fulfil all the important criteria.



Criteria

Additional criteria

- cover the needs of more 'demanding' or 'inexperienced' cyclists and/or cyclists with special bikes (e.g. road cyclists, small children in trailers, tandems, hand bikers etc.)..

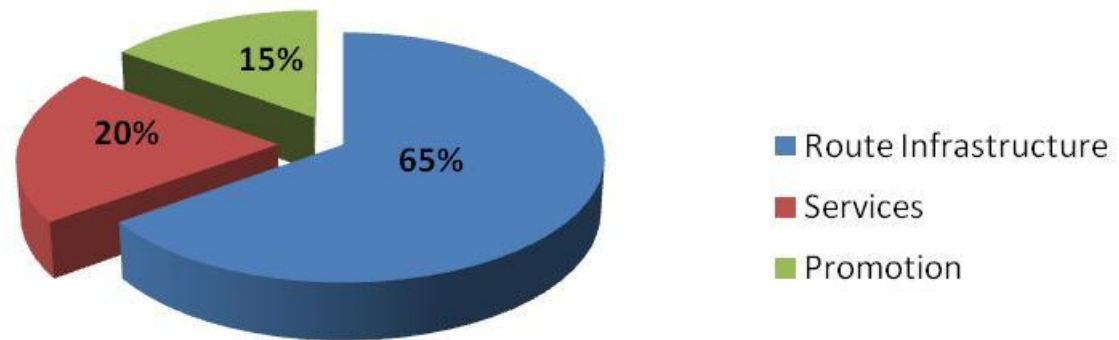


Criteria

- Further criteria
- The whole route can be described as being generally safe, comfortable and attractive if at least 50% of the maximum possible score has been reached on every daily section and the whole route reaches at least 60% of the weighted average of all criteria.

Criteria

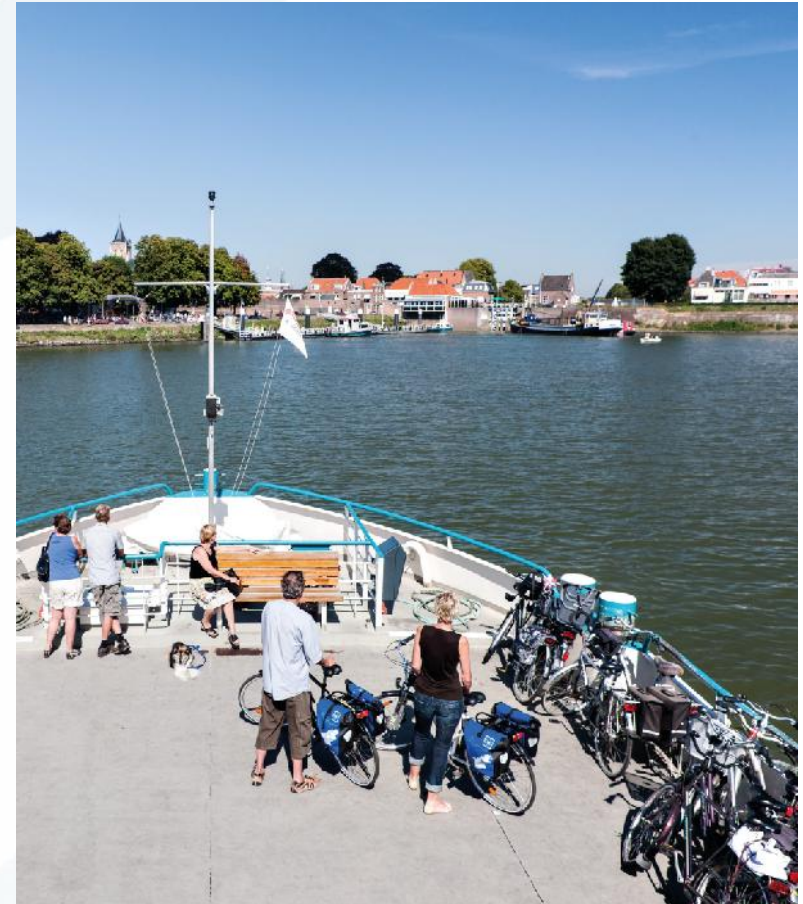
Weighting of different elements of the route:



Criteria

Route Infrastructure

- Continuity
- Infrastructure components
- Surface and Width
- Gradients
- Attractiveness
- Signposting
- Public transport



Criteria

Services:

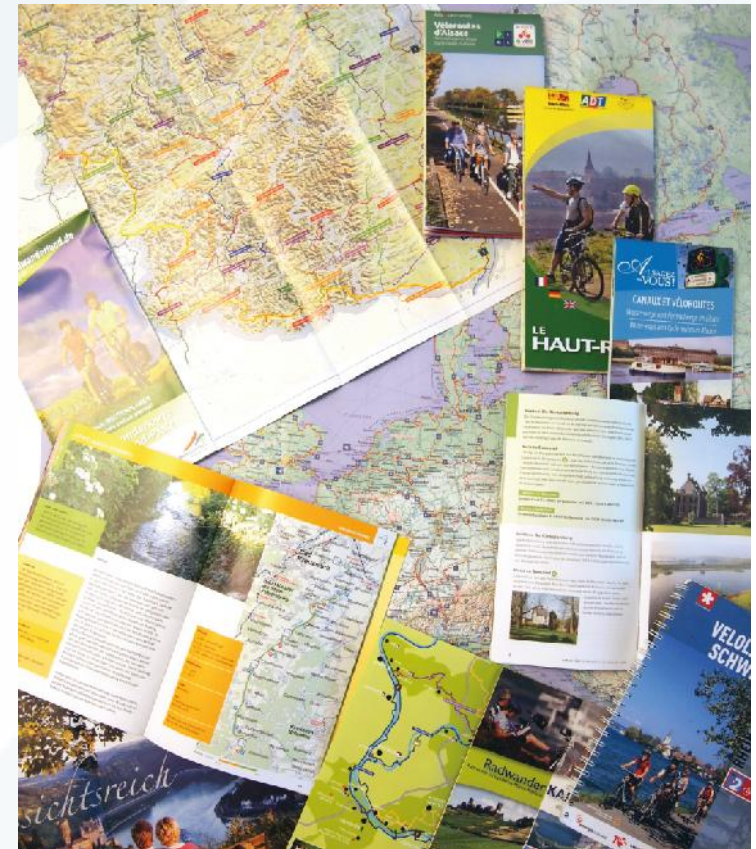
- Accommodation
- Food, drink and rest areas
- Bike and bike repair shops
- Other Services
- Bookable offers



Criteria

Marketing/ Promotion:

- Web communication
- Print communication
- Other promotion and information tools



Methodology

Steps towards certification:

- Field work by ECF-
authorised and trained
route inspectors.
- They should make use of
public resources (web,
public databases,
published documents).



Methodology

Evaluation and Calculation:

- The maximum score is 100%.
- The final score for a route is based on a weighted average of the daily sections.



Methodology

Evaluation and Calculation:

- The final certification score will automatically fall to 0 if:
 - One of the essential criteria is not met
 - A daily section does not reach 50% of the maximum possible score
 - The entire route does not reach 60% of the maximum possible score.

Methodology

Evaluation and Calculation

- If one or more essential criteria will not be fulfilled, but the affected section still can be substituted by public transport, the route still can be certified if its clearly communicated
- Maximum 10% of daily sections can be substituted and it can only be recommended to at least average skilled cyclists.

Methodology

Promotion and Marketing:

- Any daily stages which do not fulfil the essential criteria should provide:
 - An alternative route
 - A transfer via public transport

ECS certification may still be awarded to such a route if the communication were clear, but would be recommended for regular/occasional cyclists only.

Implementation

- The certification can only be initiated by a consortium of the relevant partners along the route
- The certification can only be performed by experts authorised by ECF.
- After data collection and the evaluation is finished the leader of the consortium should submit a request (including all relevant information) to the ECF for the issuing of the official certificate.
- The validity for any certification is 5 years. After 5 years the field work should be repeated



Communication

- On EuroVelo.com and on the overview map
- All the stakeholders along the route can refer to the certification in their communication for the route or a major cross-border section.

Communication

- “The EuroVelo [Number] - [Official name] is a certified high-quality route within the European cycle route network”

OR

- “The EuroVelo [Number] - [Official name] between [Start] and [Stop] is a certified high-quality route within the European cycle route network”

Communication

- “The section between [name start] and [name stop] is recommended for all kinds of cyclists.”
- “The section between [name start] and [name stop] is recommended for occasional and regular cyclists.”
- “The section between [name start] and [name stop] is recommended for regular cyclists only.”

The first certified route – EuroVelo 15 Rhine Cycle Route

“The EuroVelo 15 – Rhine Cycle Route is a certified high-quality route within the European cycle route network.”



Thanks for listening!



For more information:

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