



EuroVelo National Coordinator Meeting

Time: 22nd March 2011, 9.00 – 17.00

Place: Spain, Sevilla, Centro De Convenciones Gran Sevilla - Hotel Barceló Renacimiento, Name of the meeting room: Andalucía 6+7

Participation: Current and potential national EV coordinators, and other persons engaged with the EV issues in their countries. The entrance is free, Velo-city 2011 registration is not needed for the participation. Refreshments (sandwich, beverages) are provided in the coffee breaks and during the meeting, lunch is not included.

Agenda:

I. Opening

- Opening words
- Agenda of the day

II. EuroVelo coordination on the European level

- Short status report about the EuroVelo management on the European level
- Introduction of the “EVCO” project supported by the European Union
 - EuroVelo strategic planning – programming
 - EuroVelo first overview route database
- EuroVelo central route coordination rules and processes

III. EuroVelo communication on the European level

- Presentation of the EuroVelo.org concept and the newsletters
- Presentation of the EuroVelo.com web strategy
- Corporate Design (based on Rhein-route project)

IV. Cycling friendly service networks cooperation on the European level

12.20 – 13.20 Lunch Break

V. EuroVelo coordination on the national level

- Presentation of the “call” for national coordination centres
- Presentation of the national coordinators / centres (1 slide / country)
- Route development cooperation and projects
 - EV03 Pilgrims Route – St James Project
 - EV06 Rivers Route – Danube Strategy and route
 - EV13 Iron Curtain Trail – ICT North and Central
 - EV15 Rhein Route – DEMARRAGE project

VI. Closing

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Attachments:

- Annex1 - EuroVelo strategic planning – programming principles
- Annex2 - EuroVelo central route coordination rules and processes
- Annex3 - Announcement for applications (national coordinators, coordination centres)
- Annex4 - Manual for national coordination centre applications (see the separated pdf!)
- Annex5 - Form for national coordination centre applications
- Annex6 - EuroVelo first overview route database structure
- Annex7 - EuroVelo.org overview
- Annex8 - Cycling friendly service networks cooperation principles

Overview map:



Additional information:

- Adam Bodor ECF EuroVelo manager: a.bodor@ecf.com, +36 30 560 1824
- Please send your national presentation slide until 21st of March 2011 to Adam Bodor.





Annex1.

EuroVelo Strategy

1. Preamble

- What is EV, What is ECF?
- Aim of the strategy
- EU support
- Disclaimer

2. Mission

3. Objectives and indicators

4. Goals and indicators

5. Strategy

- Route infrastructure
- Services
- Communication, information, promotion
- Monitoring, research
- Organisation, management
- Financing

6. Implementation plan (only for the activities on the European level)

- Route infrastructure
- Services Communication, information, promotion
- Monitoring, research
- Organisation, management
- Financing

7. Recommendations

- For EU Transport Policy (including White Paper and TEN-T)
- For EU Cohesion Policy (including Cohesion Funds)
- For EU Regional Policy (including ERDF)

Programming workshops:

1. 2011. may – june
2. 2011. sept. – oct.



Annex2.

Central EuroVelo route coordination rules

A) Actors and their roles:

ECF - „coordinates the implementation, operation and quality assurance of EuroVelo at European level”

- The ECF EuroVelo Manager acts as the external contact on all EuroVelo matters within ECF.

National EuroVelo Coordination Centres - „coordinate and ensure the implementation, operation and quality assurance of EuroVelo at national level”

- The National EuroVelo Coordination Centres propose actions, feed back to the European level, make decisions and manage the changes in the network on the national level

EuroVelo project partners - „can support the delivery of sections of a EuroVelo route within the scope of specific projects, in consultation with ECF and national EuroVelo coordination centres”

- The EuroVelo project partners can propose actions, give feed back

B) Type of actions, criterias for route proposals

Type of the change proposals and route coordination actions that require involvement of ECF:

1. AR: Add new route (with new number) to the EV network
2. DR: Cancel / Delete an existing numbered route from the EV network
3. AS: Add a new major section to an existing route
4. DS: Cancel / Delete a major section of an existing route
5. MC: Major change on an existing route (move the line of the route)
6. CN: Change the number of an existing route

The decision of the ECF is needed only in case of major changes if its:

- effect a border crossing point (more than one countries affected) or,
- change the characteristic of the route (involve or exclude main „branding” attractions) or,
- the distance (after the change would be) more than 50 km between the former an the new route section.

Changes that are decided locally and just require information of ECF EuroVelo

- Change is within the responsibility of one National coordination centre
- Change does not affect the characteristic of the route
- The distance after the change is less than 50 km between the former an the new route section.



C) Requirements for change proposal:

Change proposals have to provide sufficient information to allow the a sound decision. The main fields of information are listed below. Every information is needed for the decision on a strategic level, it is not necessary to provide detailed route description etc.. The change procedure is described in section B).

Overview table on fields of information

Content / Action No.	1. AR	2. DR	3. AS.	4. DS	5. MC	6. CN
a) Reason for change	M	M	M	M	M	M
b) Attractions, brand	M	NN	M	M	M	M
c) Route – map	M	M	M	M	M	NN
d) Signposting	M	M	O	O	O	M
e) Services	M	M	O	O	M	NN
f) Public transport	M	M	M	M	M	NN
g) Promotion	M	M	O	O	M	NN
h) Organisation	M	M	O	O	M	NN
i) Attachments	M	NN	NN	NN	M	NN

M – Mandatory, O. – Optional, NN– Not Needed

Explanations on fields of information

a) Reason to change, support of the relevant national coordination centres and authorities.

b) Attractions – name, branding concept, pictures and short description of the proposed route or section (in case of changing the existing route – 5. action the current route too)

c) Route – map min. 1: 5.000.000 (indicating the type of the infrastructure and its status; planned or existing and the place of the attractions) (in case of changing the existing route – 5. action the current route too)

d) Signposting – examples from the different countries and the proposal for the integration of the EV signs.

e) Services – existing or planned accomodations, restaurants etc.

f) Public transport connections – existing

g) Promotion – existing or planned promotion tools

h) Organisation – responsible partners per country and/or region and/or locally.

Common project management (lead partner) per section or together.

i) Attachments:

- Existing implementation plans (project fiche / plan etc).
- Existing promotion tools.
- Supporting letters (The proposal has to show all the support of the relevant national coordination centers and authorities)



D) Procedure and timing for change proposals

Overview:

Phase, step	Actor	Title of the route after the step	Targeted deadline
1) Submission of draft preproposal with info on a), c), h)	Applicant	No title	ongoing
2) Informal review and feedback	ECF	No title	within 3 months
3) Submission of the detailed proposal	Applicant	Proposed route	End of 20xx (2012, 2015..)
4) Decision at the first level control	ECF	Candidate route	Mid of 20xx
5) Follow up the realisation	Applicant / ECF	Candidate route	End 20xx+1 (2013, 2016,...)
6) Final decision	ECF	Accepted candidate	Mid 20xx+2 (2014, 2017, ..)
7) Use EV in implementation (signposting, promotion, etc.)	Applicant	Accepted candidate	From Mid 20xx+2
8) Publication of the new documents by ECF	ECF	EV route	Mid 20xx+3 (2015, 2018,...)

The numbers in the brackets are referring on the above mentioned steps.

1. The proposals before they are fully elaborated and submitted, can be submitted for a first review focusing on the following criterias; lenght of the route, number of the involved countries. This first review is optional for the applicant. At least the reason for the change, an overview map and the involved organisations have to be submitted.
2. ECF will provide feedback to such pre-proposals within a few months, possibly asking for additional information.
3. Elaboration of the detailed proposals (according to the above list of required information).and submission to ECF EuroVelo.
4. Evaluation of the proposal(s) within ECF. Possibly requests for additional information to the applicant. Decision for acceptance of Change (Title of Candidate Route given to new Routes; Final decision for other changes)
5. Follow up the realisation of the project plans and developmment of the route based on reports from the applicant with involvement or the ECF as suitable..
6. Final decision of ECF EuroVelo on new routes In case of a positiv decision about a new route the route gets the title of an accepted candidate.
7. Starting from the final decision the applicant can use EuroVelo in the implementation (e.g. signposting, promotion material)
8. Official publication of the new EuroVelo network with all accepted changes in the ECF EuroVelo publications.

Next time (based on the decisions) in 2011 July the ECF will publish its new official documents with the additional routes (EV13 and 15). For new proposals (from the submission deadline) it takes approx. 1,5 – 2 years until the publication of the decision. The next expected refreshment, publication will be in 2014 July.

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E) Criterias for the evaluation and decision

The new or the changed EuroVelo routes have to fulfil the following basic criterias:

- based on existing or future national or regional routes of the involved countries
- at least two countries are involved
- route length at least 1,000km
- easy to communicate, internationally recognisable identity and name
- implementation plans in place (project plan, business plan, partners)
- signing in accordance with the regulations of the respective nations and/or regions, continuous and in both directions
- signage supplemented by EuroVelo route information panels, in accordance with the recommendations of the UNECE and the ECF signing manual

Selection criterias in in case of changes and new routes (action 1.- 6.):

- Contribution to increase the marketing potential,
- Acceptance of the proposal by the key stakeholders
- Fitting into the numbering system of the EV routes

Additional selection criterias in case of new routes (action 1.):

- The size of the marketing potential,
- Contribution to the unitary density of the EV Network (involve uncovered areas)
- Support from the decision makers, level of the awarness
- Fitting into the numbering system of the EV routes

F) Additional rules

- The ECF has the right to suspend or cancel the official recognition of an accepted candidate for EV route, if the developments are not running well, conditions not improved enough.
- The ECF has the right to suspend or cancel an existing route from the EV network, if the developments are not running well, conditions not improved enough or better routes are proposed to complete the network.





Annex3.

Call for applications to act as EuroVelo National Coordination Centre or national coordinator

EuroVelo is a project of the European Cyclists' Federation (ECF) to develop a network of high-quality cycling routes linking all countries in Europe. It can be used by long-distance cycle tourists, as well as by local people making daily journeys.

The European Cyclists' Federation is working to develop the best organisational structures in each country for EuroVelo coordination and to raise the national profile of EuroVelo. In order to reach this goal the ECF has begun a selection and reorganisation process for national EuroVelo coordination centres.

We have published a call for EuroVelo national coordination centres on our website (www.ecf.com) and the call for applications is now open. We kindly ask you to study the call for proposals and, the application form, and to send your application as soon as possible.

Based on the above mentioned documents, we invite you to bring together the interested organisations in your country and establish a national coordination centre. We recognise that to establish a national centre takes time, so if you are not ready yet to establish a coordination centre you may apply to become (or to continue as) a single-organisation national EuroVelo coordinator (without coordination centre). In this case please indicate in your email until 20th of June 2011;

- the name of the private person (national coordinator or contact person in case of organization)
- the official name of the organization (optional)
- the update contact information (postal address, email, telephone)
- description of the EuroVelo and/or cycling tourism related activities in the last 5 years (maximum 1 page)

After the submission of the proposals the ECF will:

- select the strongest application for national coordination in each country,
- sign agreements with the selected organizations (or persons),
- publish the results on its website and in other publications.

For further information and to express your interest or submit your application please contact Adam Bodor, ECF EuroVelo manager (a.bodor@ecf.com, 1000 Brussels, Belgium, Rue Franklin 28). There is no deadline for the submission of the applications, but we will publish the new list of the national EuroVelo coordinators / centres based on the emails, applications received until 20th of June 2011.

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Annex5.

Submission Form

Application to act as EuroVelo National Coordination Centre

Applicant organisation / consortium:	<i>Name</i>
Country represented	<i>Name of the country</i>

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1. General information

Country represented	<i>Name of the country</i>
Name of applicant for national coordination centre (or consortium leader)	<i>Official name of the organisation</i>
Type of organisation (NGO, governmental, commercial etc.):	<i>NGO / governmental org. / regional org / enterprise</i>
Name of responsible person acting on behalf of the applicant:	<i>given name, family name</i>
Title, position of national coordinator:	<i>Title, position</i>
Type of structure (single organisation, federation, consortium....):	<i>Single organisation / consortium of x organisations</i>
Website:	
Contact email:	
Phone number (with country, area code):	
Mobile number (with country, area code):	
Fax number (with country code):	
Postal address:	
In case of a consortium, name and type of other consortium member bodies:	<i>X Organisation, NGO Z Organisation, Governmental org.</i>

I declare that I have read and accept the rules governing this call for proposal. I certify that the information in this proposal about my organisation is accurate and complete and that all bodies named in the application have given their full consent.	<i>SIGNATURE</i>
Name, position	
Place, date	

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2. Current EuroVelo related activities

Tasks	Status
Route coordination	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>
Signposting coordination	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>
Communication	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>
Reporting	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>
Network for services	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>
Public transport connection	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>
Monitoring	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>
Networking, lobby	<i>ongoing activity (short description of the actual responsibilities)</i> <i>planned activity (short description of the activity plan)</i>





3. Achievements in the field of route development, cycle tourism and EuroVelo

According to topics in chapter 2



4. Recognition and acceptance by public authorities

Description of the level of the recognition of the applicant:

- *the applicant organisation is officially accepted as national coordinator*
- *informally accepted or*
- *intended to be recognised or*
- *one or more public authority/ies will be a member of the coordination centre.*

For further information or submit your application please contact Adam Bodor, ECF EuroVelo manager (a.bodor@ecf.com, 1000 Brussels, Belgium, Rue Franklin 28).

There is no deadline for the submission of the applications, but we will publish the new list of the national EuroVelo coordinators / centres based on the emails, applications received until 20th of June 2011.

The application can be submitted in email or printed. Before sending please undersign the filled form and attach other documents as desired, in support of your application (brief strategy, promotion material etc.).



Annex6.

Overview data to collection

The national partners collect information`s about every EV route section. They divide the potential and existing routes into sections (day trip structure, 50 to 80km). In case of conceptual lines it is not necessary to divide into sections.

1. Geographic information:

- Country:
- Region / state (NUTSII):
- Start (village, town or other geographic name):
- Stop (village, town or other geographic name):
- Length (km)

2. Routes - infrastructure

- Attractions
 - Landscape, National Parks, Nature conservation areas
 - Cultural and historical places, monuments
- Route infrastructures (existing)
 - 1. Bicycle path/road, bicycle lane, or traffic free forestry / agriculture / military roads, where cycling is allowed.
 - 3. Low traffic public roads
 - 4. High traffic public roads (where route development is necessary)
 - 5. Conceptual line (without defined route)
- Signposting (4 – existing with EV signs, 3 – existing with national / regional signs, ; 1 - non – existing
- Counters (automatic) (2 - yes, 1 - no)
- Public transport connections (2 - yes, 1 - no) (according to the day trip sections = "Serviceorte")

3. Existing Services (3 – width selection, 2 – exists one or just a very few from this category, 1 – not available) (according to the day trip sections = "Serviceorte")

- Overnight
 - Hotels, pensions
 - Farmhouse, home stay, bed and breakfast
 - Camping
- Services
 - Bike rental
 - Pedelec rental





4. Existing marketing (Information, promotion), activities and tools (are existing which contains information specially for cycling tourists about the section) (3 – good, 2 – not complete or not good quality, 1 – not exists)

- Bookable offers / products
- Printed tools
 - Guidebooks,
 - Maps
 - Leaflets, brochures
- Web tools
 - Website with detailed information (according to EV Web strategy)

5. Organisations

- Organisations responsible for development and maintenance of the infrastructure.
- Organisations responsible for development and maintenance of the information and promotion

Please don't leave the cells empty. If you don't know the answer please write "0".

Instructions to draw and name the sections:

- Please use the Google maps (for it create a gmail account if necessary). Make your account and drawings public (visible for everybody).
- Please make it public and give the following name: "EVY X Section Z" (where "X"- means your country acronym, "Y" is the route number, "Z" is the section number given by you).
- If you draw a conceptual line, please don't fit the line to the roads, just draw a straight line.





Annex7.

EuroVelo.org Concept

Basics:

The EVCO Project description: „Develop the www.eurovelo.org website for professionals, with the following functions, dimensions:

- External and internal surfaces, accessibilities for different users
- Know-ledge base – basic documents, project documents
- Overview route database”

Target group:

- National coordinators, coordination centers
- Project partners (regions etc.)
- Consultants, advisors
- Interested cycling activists

Relationship to EuroVelo.com:

- Identical design (see CD), but less attractive, more simple
- Cross-link (already at the opening page)
- Data-communication with the overview route-database

Basic principles:

- Informations according the needs and entitlement (at least 3 level)
- Modul system per route (or project)
- Data + document management and internal communication is the supreme function





Structure:

- What is EuroVelo? (Definition, decisions, short description of the route)
- News
- Login, password
- The EuroVelo development programme (not only a pdf to download, but the whole structure and the reports, minutes to the programme)
 - *Forums for internal communication*
- EuroVelo National coordination (map with the name, address, email etc. Of the organisations)
 - Definition of coordinator / coordination centre, tasklist
 - Documents for national coordination (formulars etc.)
 - Results of the national coordination (presentations, reports)
 - *Forums for internal communication*
- Library
 - Guidelines (Route development handbook, Signposting manual, CD, Webstrategy, and if we will have service development manual)
 - Studies
 - List of publications (with their availability, if they are not uploaded)
 - Best practice database
- Route database
- Route development projects (modules by route / project)
 - Short project description
 - News
 - Project results (documents, plans etc.)
 - Project events (announcements and reports)
 - *Project basic documents (applications, budgets etc.)*
 - *Draft project results*
 - *Forums for internal communication*

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Annex8.

European Cycling Friendly Service Network Concept

1. Aims and goals

- What is cycling friendly service, What is ECF?
- Goal of the concept
- EU support,
- Disclaimer

2. Evaluation and comparison of the existing systems (Criteria, organisation, financing, branding)

- Bett&Bike (D)
- „Bett&Bike” (B - Flandern)
- Cyclists Welcome (UK)
- Cyclists Welcome (CZ, PL, SK)
- Bed&Bike (HR)
- Fahrradfreundliche Betriebe (A)
- Happy Bike (H)
- SwissMobile (CH)
- Radhotels (SLO)
- Expected effects of the EV network (Criteria, organisation, financing)

3. Proposed minimal criteria on the European level

4. Proposed common activities on the European level

- Database
- Branding
- Promotion

5. Steps of the realisation

