

**EuroVelo**

The European cycle route network



# Strategy 2030





## **Introduction**

EuroVelo is the European network of long-distance cycle routes that cross and connect the whole continent. The development of EuroVelo will lead to safe, direct, coherent and connected cycling infrastructure and cycle route networks that will benefit all categories of cyclists. The network is developed and coordinated by the European Cyclists' Federation (ECF), as one of its core brands and activities, in cooperation with a network of National EuroVelo Coordination Centres and Coordinators.

This document sets out the vision, mission and overall strategy of EuroVelo for the decade up to 2030 and provides the basis for the preparation and execution of our annual operational plans during that period.

The EuroVelo Strategy is one of the core sub-strategies of the ECF Strategy 2030. It presents an ambitious plan for the continuing development of EuroVelo during the 2020s. In doing so it builds on the strong foundations set over the previous decade.

The EuroVelo Strategy was prepared in collaboration with the ECF Board, the EuroVelo Council, the ECF Management, the EuroVelo Management Team and the National EuroVelo Coordination Centres and Coordinators (NECC/Cs).

A mid-term review will be conducted in 2025 to assess progress and to check whether the Strategy needs an update.



**EuroVelo 8 - Mediterranean Route**  
Photo © Juan Carlos Toro

## EuroVelo **Vision**

Our vision for EuroVelo is for a fully developed and high quality European cycle route network, which is well-connected to national, regional and local cycle route networks and other sustainable modes of transport, driving further increases in everyday cycling and cycling tourism, in line with ECF's vision to improve and increase cycling across the whole of Europe.

## EuroVelo **Mission**

Our mission is to promote the further development of a sustainable, strong and well-connected European cycle route network, which

- Acts as an accelerator to increase cycling;
- Drives change in European and national policies and practice;
- Benefits all categories of cyclists, including everyday cyclists, cycling tourists and leisure cyclists;
- Fosters sustainable tourism.

# Objectives

Each of the objectives listed below will contribute to the over-arching priorities of achieving massive increases in the number of people cycling in Europe and providing better conditions for those who do. The ECF is clear that EuroVelo is therefore much more than a 'just' a cycling tourism product.

There are four overarching objectives to this strategy. These are set out below together with the main activities that should be undertaken over the coming decade to achieve them:

- |                           |  |   |
|---------------------------|--|---|
| Objective<br><b>One</b>   | <b>Increase levels of cycling, bringing environmental, health and social benefits</b>      | <ul style="list-style-type: none"> <li>• Progressively improve the quality of the EuroVelo network, spreading European best practice in cycling for transport and tourism.</li> <li>• Introduce new target groups to cycling by raising its mainstream profile.</li> <li>• Expand and improve route monitoring to provide better information for potential users.</li> </ul>  |
| Objective<br><b>Two</b>   | <b>Achieve more sustainable policies and practice in the transport and tourism sectors</b> | <ul style="list-style-type: none"> <li>• Contribute to more cycle-oriented transport and tourism policies and collaborate with European and national partners on their implementation.</li> <li>• Disseminate EuroVelo usage monitoring data, research and impact assessments to encouraging more and better investments.</li> <li>• Encourage the development of a more geographically balanced EuroVelo network, to share European best practices and bring cycling and cycling tourism to less developed areas.</li> </ul>   |
| Objective<br><b>Three</b> | <b>Support the development of a sustainable tourism sector</b>                             | <ul style="list-style-type: none"> <li>• Increase the number of cyclists combining public transport with EuroVelo routes.</li> <li>• Foster sustainable tourism models in which there is more money is spent in local small and medium sized-businesses along EuroVelo routes, for example by raising the profile of cycling friendly service schemes.</li> <li>• Stimulate the development of bookable offers covering the whole network, to attract cyclists off the beaten track.</li> <li>• Continue to enhance the EuroVelo communication tools on the European level.</li> <li>• Collaborate with tourism authorities to raise the profile of cycling tourism.</li> <li>• Prolong the tourist season to achieve better spread of visitors over the entire year and thereby support more stable employment in the tourism sector.</li> </ul> |
| Objective<br><b>Four</b>  | <b>Ensure a solid organisational and financial basis for EuroVelo development</b>          | <ul style="list-style-type: none"> <li>• Maintain an efficient and effective EuroVelo organisational structure able to deliver all the functionalities described in this strategy.</li> <li>• Ensure provision of the necessary resources (financial and other) for EuroVelo to realise the work programmes set out below.</li> <li>• Improve the network of National EuroVelo Coordination Centres to provide complete coverage of Europe.</li> </ul>  |



# Main work programmes

As mentioned previously, these work programmes, while important and widely beneficial in their own right, each contribute to the over-arching aims of EuroVelo, as detailed above, and will be consistently aligned with the aims and work programmes of the ECF.

The principle of subsidiarity will inform the individual actions under each of the work programmes.



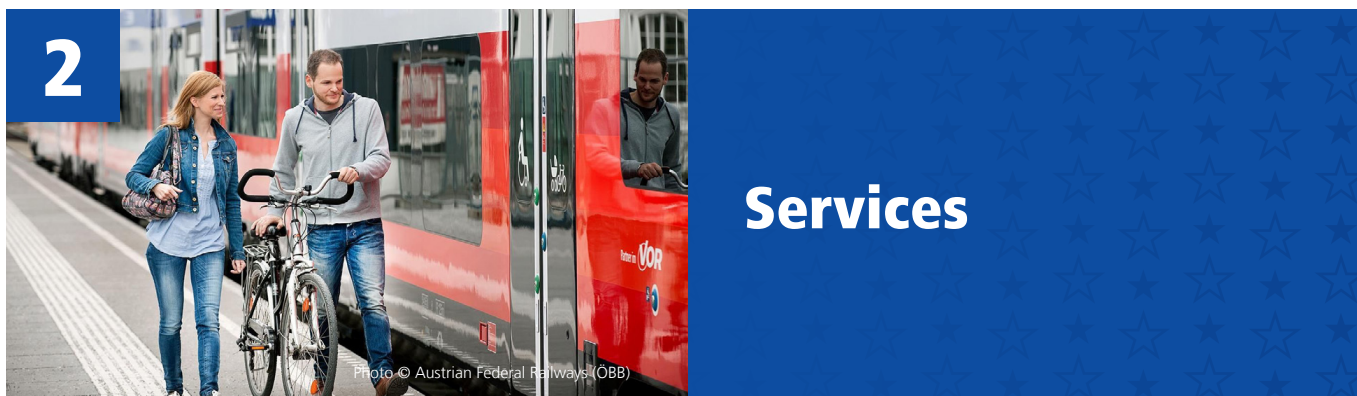
## Improved quality of the EuroVelo Network

In the next decade, the main focus of EuroVelo route network development will be on quality improvement, not on increasing the length of the network. In order to achieve this, more investment is needed in cycling infrastructure. The EVMT will therefore expand on its current work on advocacy (for example, working with the European Commission to include EuroVelo into the TEN-T network), providing guidance, sharing good practices and working with NECC/Cs and other partners to find funding for improved cycle route infrastructure. By 2025 the relevant partners on each route should agree a realistic quality level for each stage to be achieved by 2030 and commit to investment plans to realise it (see also Route Monitoring below).

It is a long-held goal of the ECF to have EuroVelo integrated into the EU's TEN-T network (see also under Organisation). This would make a significant contribution to the objectives detailed above, including raising the profile of cycling and increasing the resources available for the development of the network.

## More geographically balanced EuroVelo network

As part of this focus on quality before quantity, we will encourage new route applications and extensions that help achieve a greater transnational geographical balance and coverage in areas currently underserved by EuroVelo routes, whilst maintaining the current route coordination policies (i.e. opportunity for new routes and major extensions to be proposed every three years). In line with the subsidiarity principle, EuroVelo will not be extended to include national/regional routes but communicative links to national networks and national / regional routes in Europe will be further developed and improved. Parts of EuroVelo routes outside Europe should geographically be closely connected to Europe and directly linked by sustainable modes of transport. These changes to the approach will be reflected in enhanced route coordination rules, which will also establish a process for resolving disputes.



## Increase the number of cyclists using public transport in combination with EuroVelo routes

We will encourage more people to combine cycling and public transport by creating better multimodal services along EuroVelo routes. In order to achieve this, the EVMT will continue to provide up-to-date guidelines and lobby for better multimodal services for cyclists. The EVMT will also create more sophisticated transnationally relevant public transport information on EuroVelo.com. Partnerships with mobility service providers to create branded / labelled products for cyclists will also be considered.

### Cycle friendly service schemes

In those countries without cycle friendly service schemes, the first priority will be to establish such initiatives and seek to provide full coverage of the EuroVelo routes by 2030. The EVMT will exchange good practices and facilitate agreements between the national schemes to establish minimum European requirements and consider creating common communication tools. A European web platform will be developed to host the individual cycle friendly service schemes with links from the national level. The EVMT will also explore possible partnerships with major industry players.

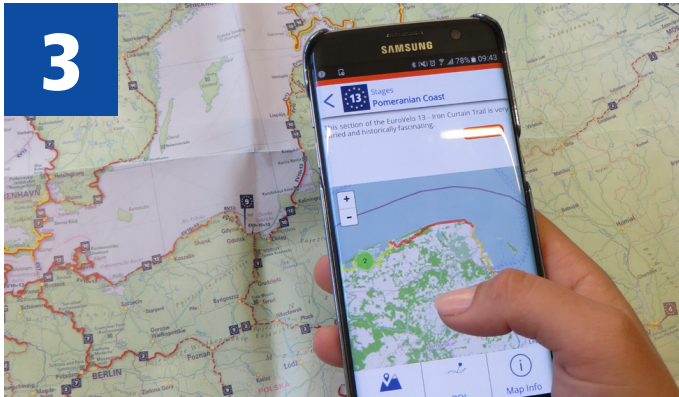
### Successful bookable offers covering the whole network

The EVMT will work with the cycling tourism sector to establish bookable offers that cover the whole network. The EVMT will provide up-to-date advice and guidance and include relevant offers on EuroVelo.com. The EVMT will look to collaborate more actively with cycling tour operators and consider creating a tour operator partnership/network and European level quality labels. The EVMT will also be open to partnerships with major tourism sector players and platforms.





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## Marketing and promotion

### More attractive and frequently visited EuroVelo online communication and information tools

The EuroVelo online marketing and promotional tools will continue to focus both on the EuroVelo routes and on countries and regions as cycling destinations. Both aspects are equally important.

The EuroVelo.com website will provide overview information (showing route status only) per route/country with links to detailed national and regional information. It will focus on cycling but keep open the possibility to cooperate with other modes, such as mountain biking, hiking etc. GPX tracks (where possible) and apps will be available from EuroVelo.com for all routes. The EVMT will also seek to communicate overview information about selected non-EuroVelo cross-border routes, relevant on the European level (agreed by the relevant NECC/Cs). The EVMT will also explore how users can become more involved; improve gamification possibilities (currently only developed for the apps) and develop a business model for the online tools.

The most important change; however, will be that EuroVelo.com will become a European hub for news for public audiences related to the EuroVelo network and cycle tourism. To achieve this, it will be necessary to generate more content, more frequently and commission articles from external partners. We will also maintain our focus on the opportunities for EuroVelo communications to raise the profile of the ECF itself and its strategic messaging.

### Strengthening the visibility of EuroVelo on signage and printed and digital material and tools

The EVMT will continue to publish the EuroVelo Overview Map and create formal partnerships with main publishers in the field for detailed maps and guides about individual EuroVelo routes.

Through the NECC/Cs, the EVMT will also strengthen the brand recognition of EuroVelo by increasing its visual identity on the ground (e.g. signs, information boards and other materials users come into contact with etc.).



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## Monitoring and impact assessment

### Usage monitoring, research and impact assessments generating evidence for more and better investment in cycling

EVMT will continue to provide guidance and lobby for better and more data collection about cycle use, user behaviour, motivations etc. along EuroVelo routes and about cycling and cycle tourism in Europe generally. The EVMT intend to establish a European cycle tourism data platform, with regular data provision by NECC/Cs and other local partners. These activities will be delivered in ways consistent with the ambitions of the “core” ECF work in this field. The EVMT would like to collaborate with NECC/Cs in developing a minimum set of common criteria and contents to support consistent and transnationally comparable monitoring and impact assessments. The EVMT will publish annual reports about usage and the estimated impact of EuroVelo routes. The EVMT itself will not operate counters or commission surveys (except potentially outside Europe, such as research into inbound tourism from non-European countries) but will summarise the results and findings of the NECC/Cs and national and regional partners.

### Improved route monitoring providing up to date information for promotion and development

The EVMT will work to achieve that the entire EuroVelo network has been surveyed using the European Certification Standard (ECS) methodology (or other equivalent standards (e.g. ADFC’s classification) to identify where improvements are required. The EVMT will provide guidance and training on ECS and will support its use by NECC/Cs and other partners. It will also work actively on the development of transnational, national and regional action plans for all EuroVelo routes and to publish regular progress reports about the investments and the improvement of the route conditions.







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## Organisation

### Strong internal capacity within ECF

The EuroVelo Strategy is one of the core sub-strategies of ECF. It is based on the commitment of the NECC/Cs who are represented at the annual EVGM. The EVGM elects members of the EuroVelo Council to advise and steer on EuroVelo affairs, in close operational relationship with the EVMT and close strategic relationship with the Board of ECF. The governance principles and responsibilities under which the different EuroVelo actors operate are described in the “EuroVelo Governance” document.

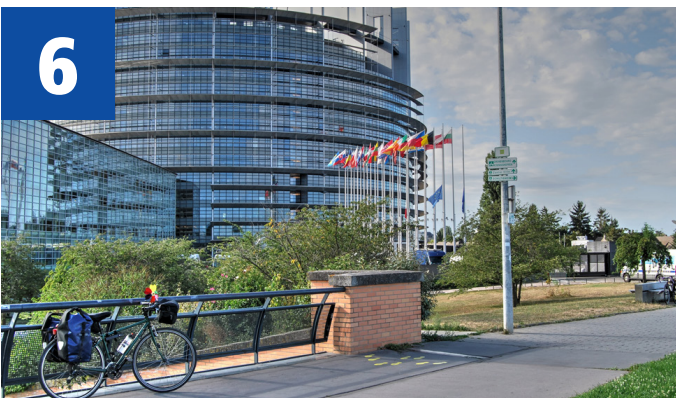
Sufficient capacity will be provided within the EVMT in order for it to pursue the objectives of this strategy, under the authority of and in close cooperation with the ECF management.

### Empowering and fostering strong collaboration amongst NECCs

Delivering the EuroVelo Strategy 2030 will also require strong collaboration between the ECF and the NECC/Cs network, based on the subsidiarity principle. The capacity and resources of individual NECC/Cs should also be developed further. The EVMT should foster exchanges of best practices and knowledge amongst NECC/Cs.

As set out under Route Network above, it is a long-held goal of the ECF to have EuroVelo integrated into the EU’s TEN-T network. If this were to be achieved during the lifetime of this strategy, then the organisational structure might need to reflect the European institutions’ more significant role in the coordination of the network.

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## Financial affairs

In order to deliver all of the activities described in this strategy, we estimate that a net operating budget will be needed in the range €1.2-1.4 million per annum by 2030. To progressively strengthen the existing financial sources, a fundraising team will need to be established within and under the direction of ECF to actively pursue additional sources of funding (e.g. advertisements, individual donations, relevant projects and subcontracts, support from foundations and CSR schemes). The mechanism for determining the membership fee of the NECC/Cs can also be considered in due course in the framework of this strategy.

