

# Inclusive and sustainable cycling tourism and cycle routes

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MONA webinar

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[EuroVelo.com](https://www.eurovelo.com)

## Inclusive and sustainable cycling tourism and cycle route

# Overview of EuroVelo

- Initiative coordinated by the **European Cyclists' Federation** (ECF), the voice of civil society on cycling in Europe
- Created in 1997, EuroVelo will turn **28 years** old in 2025!
- **17 routes**, in **38 countries**
- **91,000+** km of cycle routes when completed - **61,000+** km of developed routes (67%) - **35,000+** km signed with EuroVelo signs (39%)
- Backbone for **national cycle route networks** – a **Transport** and **tourism** network
- A truly **branded Europe product**
- A connected **methodology** to assess the quality of long distance cycle routes: European Certification Standard (ECS)



ECF gratefully acknowledges financial support from the LIFE Programme of the European Union



EuroVelo, the European cycle route network (2024)

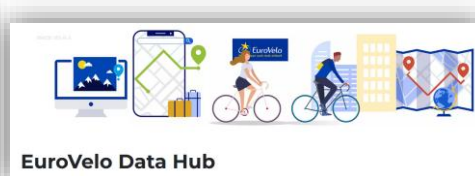
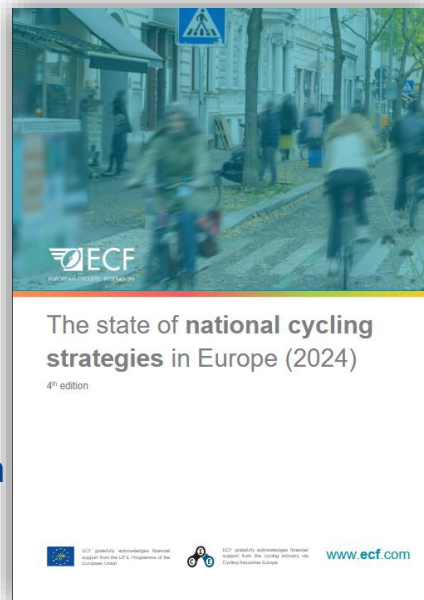
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# Sustainable tourism and mobility in rural areas

1. ICTr-CE - Innovative participatory sustainable business model for cycling along the Iron Curtain Trail
2. CycleRight - Improving cycling policies with a focus on climate resiliency, accessibility and safety
3. Other ideas of platforms for discussion



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# ABOUT THE ICTR-CE PROJECT

## Innovative participatory sustainable business model for cycling along the Iron Curtain Trail

- Co-funded by the Interreg Central Europe Programme
- 12 Partners from **9 countries** (PL, DE, HR, HU, SI, AT, SK, CZ , + BE)
- Start date: 03/**2023**, end date: 02/**2026** (36 months)
- Project budget: 2,67 M EUR
- Lead Partner: **Westpannon (HU)**
- Project website: <https://www.interreg-central.eu/projects/ictr-ce/>

## Project goals:

- To develop an innovative and **participatory business model**, supporting the ICTr-CE tourism products with **booking** functionality
- stimulate the rural and urban **SME's to collaborate**, develop joint tourism offers and further develop their economic performance
- enhance human competences through an effective **training/mentoring programme for SMEs**
- Develop a **cooperation framework** in order to ensure the sustainability and transferability of project results

## Project goals:

- To focus on the socio, economic and environmental impacts of the tourism sector - adapt a **Footprint Calculator**, develop and test an **impact measurement** system
- Develop the ICTr **Good Impact valorisation** programme
- Extend the jointly developed solution to other EuroVelo routes



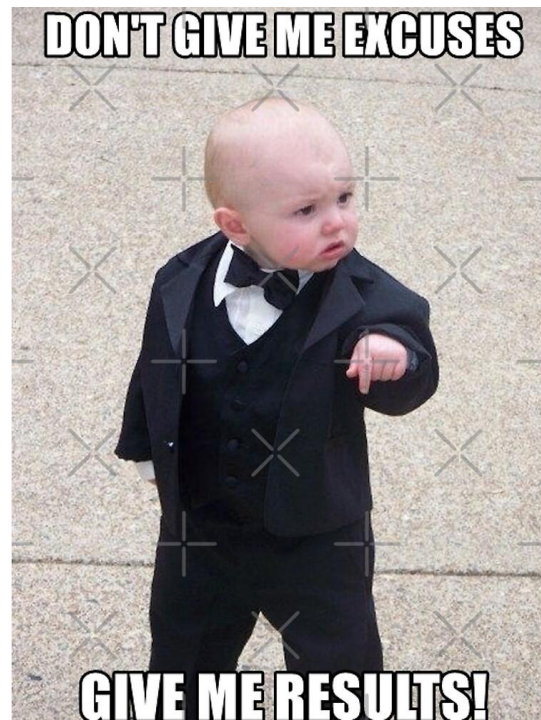
# ICTr Pilot areas



# Results after 2 year

ICTr-CE

- A comprehensive survey was launched in all countries (to identify territorial needs and digital competences)
- The framework of the business model was developed
- The backbone of the tourism product was developed
- CO2 footprint calculator + IMS are developed
- Training events were organized
- Explorer tours were organized in each pilot area
- Started to work on the sustainability of our results (STP, ICTr Alliance)

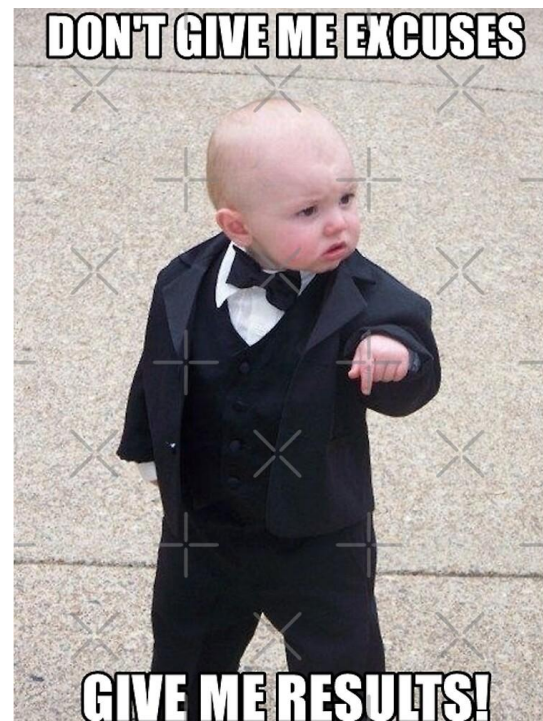




# Pilot actions

ICTr-CE

- We developed a complex guideline how to implement a pilot action
- We have to test the ICTr cycling product (WP1) and its innovative elements (WP2)
- We have 2 booking centers (AT, SI)! Capacity building programme for BCs
- Step-by-step implementation approach (desk research, field trip, explorer tours)
- Started in May, will be ended in October 2025



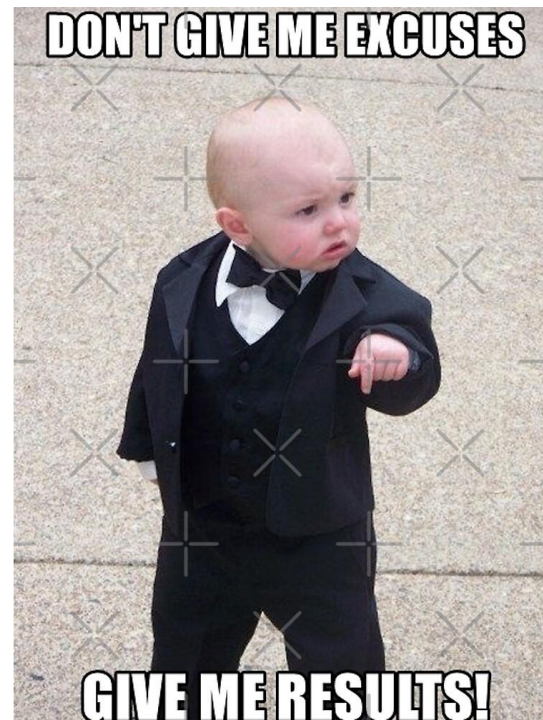
# The solutions

ICTr-CE

- Business model and ICTr cycling product(s)
- Impact measurement system (digital tool, measuring environmental, socio and economic impacts of tourists)
- Good Impact Programme, STP



The solutions have to be applicable  
in other EuroVelo routes



# Last year of project implementation

ICTr-CE

- Finalize and report the capacity building programme
- Implement the pilot actions
- Finetune our already developed „outputs”, based on the results of our pilot actions (solutions)
- ICTr Alliance - set up a sustainable cooperation framework
- Good Impact Programme - integrate into the product (strategy)
- Elaborate the Sustainability and Transferability Plan



ICTr-CE



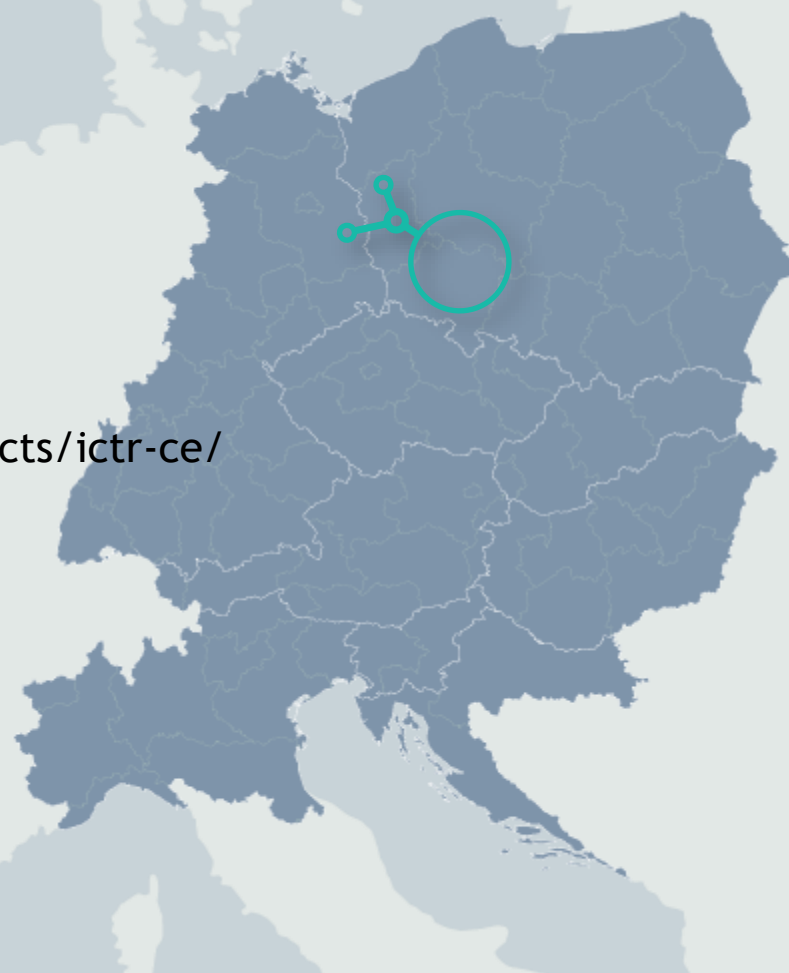
<https://www.interreg-central.eu/projects/ictr-ce/>



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# CycleRight

- **Lead partner:** Westpannon (HU)
- **Goal:** improve a set of policy instruments targeting sustainable urban mobility for a zero carbon economy
- **Focus:** share of good practices and knowledge on climate-resilient, accessible, safe cycling infrastructure.

## A few numbers



2,115,105 €  
budget



01 Apr  
2024-30 Jun  
2028



11 partners



## Inclusive and sustainable cycling tourism and cycle route

# CycleRight

### CycleRight Partners:

1. [West Pannon Regional and Economic Development Public Nonprofit Ltd.](#)
2. [European Cyclists' Federation asbl](#)
3. [Metropolitan City of Bologna](#)
4. [Latvian Greenways Association](#)
5. [Regional Development Agency South-West Oltenia](#)
6. [County Administrative Board of Blekinge](#)
7. [Province of Livorno](#)
8. [Podkarpackie Region](#)
9. [City of Deinze](#)
10. [Ungheni City Hall](#)
11. [Non-governmental association Biciklo.me](#)

Interreg  
Europe



Co-funded by  
the European Union

CycleRight



West Hungary



South-West Oltenia, Romania



Bologna, Italy



Blekinge, Sweden



Livorno, Italy



Podkarpatie Region, Poland



Latvia



Deinze, Belgium



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## Inclusive and sustainable cycling tourism and cycle route

# Events where inclusive and sustainable cycle routes will be discussed

- **Velo-city in Gdansk**

11/06/2025 from 14:30-15:30 'Developing accessible cycle routes for disabled cyclists and other diverse user groups'

10/06/2025 from 11:00-12:00 'Tools to unlock cycling as a mode of transport in rural areas'

- **EuroVelo & Cycling Tourism Conference in Balatonfüred, Hungary**

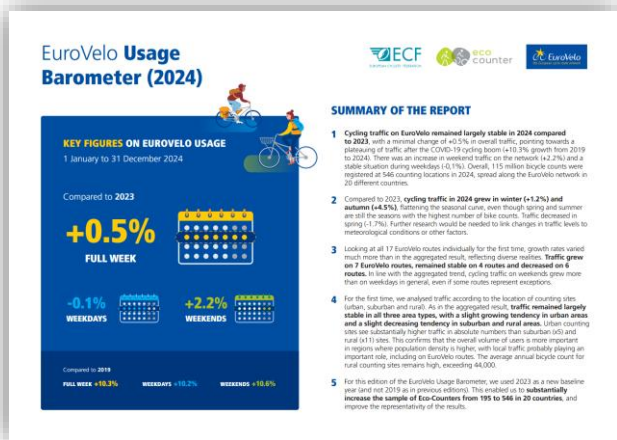
25/09/2025

Programme soon to be published – a session on climate risks and solutions for spreading flows and address overtourism, and one on inclusive cycling tourism.

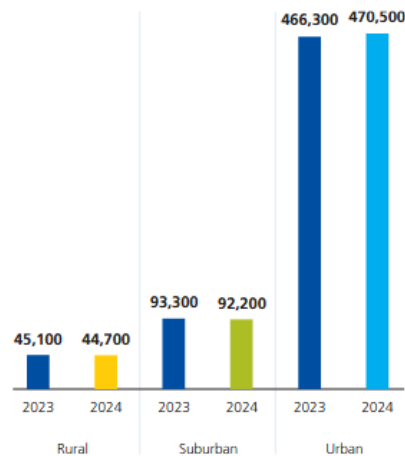


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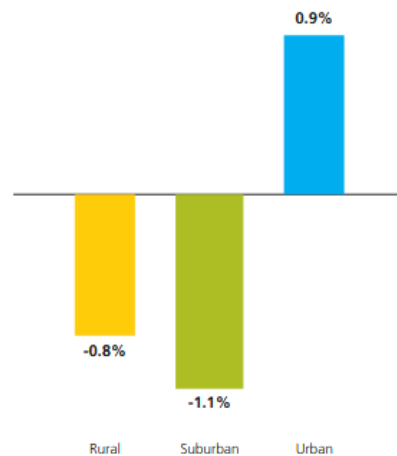
# EuroVelo Usage Barometer in rural areas



### AVERAGE ANNUAL BICYCLE COUNTS PER COUNTER DEPENDING ON THE LOCATION



### CYCLING TRAFFIC EVOLUTION ACCORDING TO COUNTERS' LOCATION CHANGE 2024 VS 2023



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Inclusive and sustainable cycling tourism and cycle route

## Want to know more? Join the annual EuroVelo & Cycling Tourism Conference!

Theme: Cycling towards a sustainable future

Subthemes: economic, environmental and social sustainability

 [eurovelo2025balatonfured.com](https://eurovelo2025balatonfured.com)



**EuroVelo & Cycling  
Tourism Conference**

Balatonfüred

24–26 September 2025



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Touring on wheels: cycling tourism with EuroVelo

# Thank you!

Do you have any questions?  
a.daudibon@ecf.com

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connect Europe  
by bicycle!



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