



GREENWAYS PRODUCT

Greenways are “**independent communication paths**” for exclusively non-motorized use which are very accessible for any type of user because they have few or no slopes and are often built on old railway lines and canal towpaths. Consequently, they give easy access to places of great beauty (e.g. in mountainous areas, through tunnels and over viaducts). These infrastructures are the most commonly used in cycle tourism networks because they are extremely safe, accessible to everyone, and user-friendly.



- **Project duration:** 18 Months (April 2013 – December 2014)
- **BUDGET:** 279.951 €
- **Lead partner/coordinator:** Fundación de los Ferrocarriles Españoles / Spanish Railways Foundation. (Spain)
- **Partners:**
 1. Fundación de los Ferrocarriles Españoles (coordinator) (Spain) www.viasverdes.com
 2. European Greenways Association. (throughout Europe) www.aevv-egwa.org.
 3. Rogaland County Council (Norway) www.rogfk.no
 4. University of Central Lancashire. Institute of Transport & Tourism. (Britain) www.uclan.ac.uk
 5. Grupo de Accion Local Polinesine Delta Po (Italy) www.galdeltapo.it
 6. Federazione Italiana Amici della Bicicletta (Italy) www.fiab-onlus.it
 7. Comunidade Intermunicipal da Região Dão Lafões (Portugal). www.cimrdl.pt
 8. Associação Portuguesa de Corredores Verdes (Portugal) www.apcverdes.org
 9. Vidzeme Tourism Association (Letonia) www.vidzeme.com
 10. Fundación Vía Verde de la Sierra (Spain) www.fundacionviaverdedelasierra.com
 11. Consorcio Regional de Transportes de Madrid (Spain) www.ctm-madrid.esAnd the following small and medium-sized companies are also members of the consortium (Spain):
 12. Pangea www.rutaspangea.com
 13. Iberus www.iberusmedioambiente.com
 14. Deporventura. www.deporventura.es

- **Short description of project**

The main goal is the **development and consolidation tourism product “Greenways of Europe”**, with the purpose of helping to establish, promote and market the tourism offer of European Greenways. The aim is to position Greenways in the regional, state and international tourism market and to help increase the flow of tourists (domestic and international) who visit the Greenways of Europe by promoting sustainable, active and quality tourism. In this way the leap can be made **from “tourism resource” to “tourism product”**, taking special care that, among its features, accessibility for the disabled is especially implanted in people’s minds. For this purpose the project includes initiatives to drive public-private collaboration and the integration of micro and small local enterprises.

- **Main objectives:**

The specific objectives are:

- ✓ To stimulate the creation of a new Greenways product as a transnational thematic product which contributes to the promotion and development of a sustainable tourism offer in Europe, contributing to competitiveness in the sector
- ✓ To promote the involvement of small and micro-enterprises and local authorities in the development and promotion of the Greenways product
- ✓ To encourage transnational public-private cooperation aimed at developing and promoting a competitive and sustainable transnational Greenways tourism product
- ✓ To position Greenways in the regional, national and international tourism market through the creation of integrated tourism packages.
- ✓ To increase the flow of tourists (domestic and international) who visit the Greenways of Europe by promoting sustainable, active and quality tourism.
- ✓ To establish the brand image of “European Greenways” stressing the great value of these trails as environmentally sustainable tourist destinations.
- ✓ To Promote Intermodality with public transport as a sustainable means of accessing Greenways.

- **Main results and deliverables:**

Meetings & Workshops

1. 3 Project meetings: (1) Olvera-Cádiz, Spain (07/05//2013); (2) Madrid, Spain, (24/01/2014); (3) Final meeting Stavanger. Norway (01/07/2014).
2. 5 Workshops / Project Presentations: (1) “Greenways for the development of tourism”. Olvera (Cádiz); 08/05/2013; (2) “Greenways and Sustainable Tourism” Viseu (Portugal). 13/09/2013 (3) “European greenways: New Clients, New Business”. FITUR Madrid (Spain) 24/01/2014; (4) “Creating Tourism Product in Latvia”. Riga (Latvia). 21/05/2014 ; (5) “Intermodality and Slow tourism”. Rovigo (Italy) 02/06/2014;
3. 2 Conferences (1) “Mobile Conference on Greenways & Eurovelo Trails”. Rogaland (Norway). 29/06/2014-02/07/2014 with 3 workshop-sessions; (2) “2nd Eurovelo, Greenways & Cycling Tourism Conference”. Basel (Switzerland) 19/09/2014

4. More than 30 bilateral meetings between partners or internal partners meetings about the project



<http://www.viasverdes.com/greenwaysproduct/workshops-y-jornadas.asp>

Best Practices Guides, Reports & Maps -

5. 4 Reports & Best Practices Guides: (1) Specific methodology to create a tourism product based on Greenways (ES/EN); (2) Report-data base on tour operators interested in cycle tourism and active recreation. 1.500 TTOO aprox. from 15 countries (on USB); (3) “Intermodality: Bikes, Greenways and Public Transport. Best Practices Guide” (EN); (4) “Greenways Product Practitioner Handbook. A guide to evaluating and monitoring Greenways” (EN).



<http://www.viasverdes.com/greenwaysproduct/productov.asp>
<http://www.viasverdes.com/greenwaysproduct/paquetes-turisticos.asp>
<http://www.viasverdes.com/greenwaysproduct/intermodalidad.asp>
<http://www.viasverdes.com/greenwaysproduct/impacto.asp>

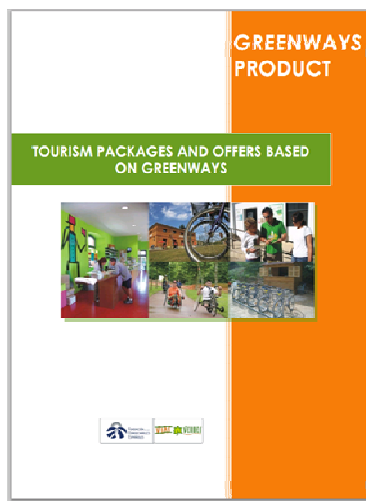
6. 3 Eurovelo & Greenways Maps (1) North Sea Cycle Route in Norway & GWS; (2) Iron Curtain Trail in Latvia & GWS; (3) North EuroVelo itineraries in Italy & GWS + website.



<http://www.viasverdes.com/greenwaysproduct/eurovelo.asp>

Fam-trips, meetings & Creation of concrete tourist offers / packages

7. 36 Meetings with managers of Greenways, municipalities, regional authorities, and private local / regional enterprises: In Portugal (5+19) Spain (7); Latvia (3); Norway (1), Italy (1)
8. 5 Fam trips / Press trips (1) “Do Dao Greenway” Viseu. Portugal (2) “Sierra Norte Sevilla Greenway”. Spain. (3) Latvian greenways; (4) Delta del Po, Italy; (5) Asturias Greenways. Spain
9. 25 tourism packages designed for different targets and with diverse themes collected in a Catalogue. 7 designed by some partners



<http://www.viasverdes.com/greenwaysproduct/press.asp>
<http://www.viasverdes.com/greenwaysproduct/paquetes-turisticos.asp>



<http://www.viasverdes.com/greenwaysproduct/principal.asp>

10. 2 micro websites: www.visitgreenways.org (EN) on EGWA's web site; www.viasverdes.com/greenwaysproduct/ (ES) on FFE's website (6.388 pages visited from From 05/02/2014 to 30/10/2014). Also information in some partner's sites.
11. 2 social networks sites + YouTube channel. Facebook (470 followers; 132 post published) & Twitter (106 followers / 34 tweets) & YouTube (12 videos uploaded)
12. 4 Leaflets: (1) Brochure of the project (online + 300 copies) (2) Rogaland conference project (25 copies) (3) Tajuña Greenway Product (4) Ecopista do Dao (2.000 ud)
13. 4 promotional activities for general public and management of Greenways: (1) 6th European Greenways Award Viseu. Portugal (12/09/2013); (2) European Greenways Day – EMW (16-22/09/2014); (3) Vías Verdes / Greenways Stand on UniBike Trade Fair. Madrid, 19-21/09/2014: show the result of the project and the products created; (4) European Greenways stand on the 18º Congress of the Departments & Regions' Cycling Network (DRC). Lille. France (25/09/2014)



<http://www.viasverdes.com/greenwaysproduct/comunicacion-y-divulgacion.asp>

14. 1 USB containing all the deliverables (reports, catalogue of tourism products, leaflets, maps...)
15. 10 Press releases concerning the project (launch and communicating the most of the events and activities organized on the framework of the project)
16. 26 News (9 in 2013; 17 in 2014) on 19 FFE- InfoVias Verdes Newsletter (Spanish)
17. 10 News on 2 EGWA-European Greenways Newsletter (3 languages)
18. Press clipping, minutes, reports



Contact:

Arantxa Hernández Colorado / Carmen Aycart Luengo – Fundación de los Ferrocarriles Españoles
ahcolorado@ffe.es / caycart@ffe.es
www.viasverdes.com
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