



European Union
European Regional
Development Fund

**Greenways routes in Europe,
their importance and role in preserving and
promoting cultural and natural heritage**

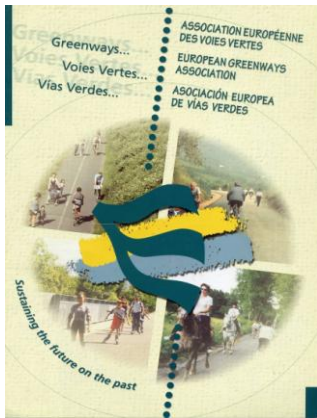
**REGIONAL CONFERENCE
LEARNING FROM EXPERIENCE”
OUR WAY PROJECT**



25th February 2021
On-line platform Cisco Webex Meetings

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European Greenways Association (EGWA),
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www.aevv-egwa.org



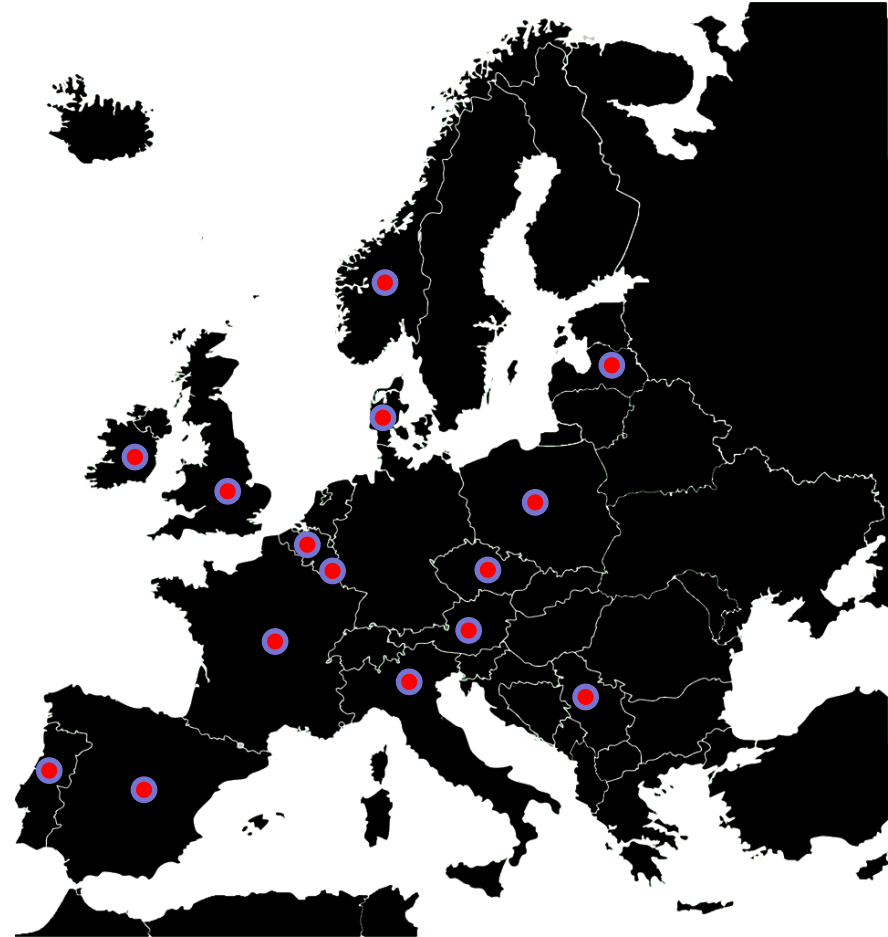
EGWA MEMBERS

EGWA was created in 1998 in Namur (Wallonia, Belgium).

Aim: inventory and encourage the creation and promotion of Greenways in Europe

> 50 members from 16 countries

Secretariat and executive seat in Madrid (Spain)



Greenways

*Greenways are **communication routes** reserved exclusively for **non-motorised** journeys, developed in an integrated manner which enhances both the environment and quality of life of the surrounding area. These routes should meet satisfactory standards of width, gradient, and surface condition to ensure that they are both user-friendly and low -risk for users of all abilities. In this respect, **canal towpaths and disused railway lines** are a highly suitable resource for the development of greenways.” Lille Declaration, 12 September 2000*



Greenways



- ✓ Not motorized,
- ✓ safe,
- ✓ accessible,
- ✓ user friendly

=> About 30,000Km

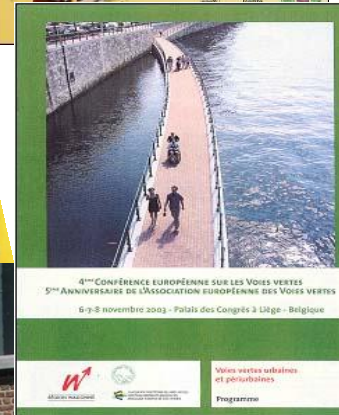
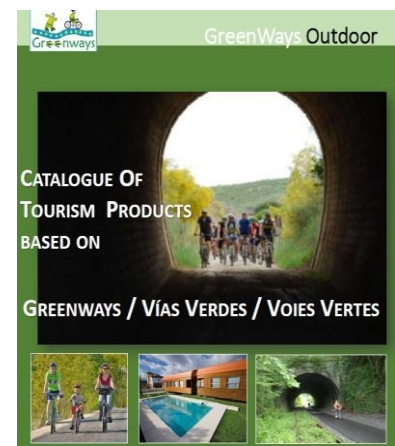
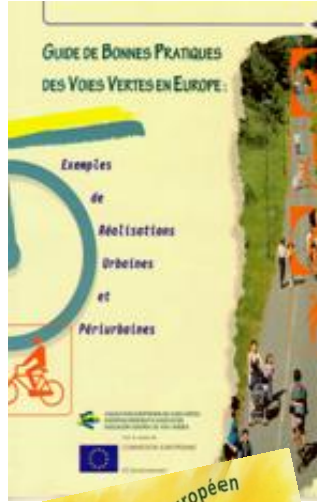
Some 20,000 disused railways (15-20% of the total)

Whatever your age, physical condition, whether you are with family, friends or individually, the **greenways offer great facilities for **cycling** and **hiking safely****



What EGWA does?

- Awards
- Conferences
- Observatory
- Greenways Day / European Mobility Week
- Best Practices Guides,
- European projects
- information exchange, networking, cooperation, advise, lobbying, (...)



9th EUROPEAN GREENWAYS AWARD

2003. I EGA was handed by Environmental Commissioner Margot Wallström. (Brussels).



9th EGWA 2019. Dikli (Latvia).
In cooperation with
Vidzemes Tourism Association.

ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



Great Western Greenway (Ireland)

For the transformation of an old railway line in excellent greenways, successfully achieved thanks to a partnership approach that is being an inspiring model for other current developments on Ireland. It allows both local residents and tourists to discover the most beautiful landscapes of the west of the country. www.greenway.ie



DISCOVER MAYO'S FINEST FOOD TRAIL

Collaboration with European institutions



Awards



EU Funded projects



Expected impact :

- ✓ Improving the **coordination** between the different key actors involved
- ✓ Developing **governance** systems to manage Greenways
- ✓ Identifying **models and good practices** for the protection and maintenance of Greenways
- ✓ Identifying **financial instruments and funding**
- ✓ Promotion and developing of a **sustainable tourism product**

➤ by means of the **improvement of policy instruments** related to the cultural and natural quality of the territories involved

Consolidation of the greenways concept and its expansion throughout Europe

Greenways are a European initiative



Cycle tourism: a clear growing trend

The screenshot shows the homepage of the Interreg Europe Policy Learning Platform. The top navigation bar includes categories: Research and innovation, SME competitiveness, Low-carbon economy, and Environment and resource efficiency. The main header features the Interreg Europe logo, the European Union flag, and social media links. A secondary navigation bar lists: About us, Projects, Policy Learning Platform (highlighted), News and events, In my country, Library, Help, Contact us, and COVID-19. Below this is a sub-navigation bar with: Expert support, Community, Knowledge hub, Good practices, and What is the Policy Learning Platform?. The main content area has a large banner for a 'Webinar on cycling tourism' by the Policy Learning Platform, dated June 30, 2020. The banner image shows a person cycling. Below the banner, a quote by Albert Einstein is displayed: 'Life is like riding a bicycle. To keep your balance you must keep moving'. The text continues: 'Cycling tourism is among the economic sectors that yield most benefits in relation to the public investments that they require to thrive. Cycling as such has multiple benefits, among which the **health benefit** has been assessed to be the most valuable to society. Cycling tourism, in turn, has the pleasant side-effect of channeling **consumer spending to often rural restaurants and hotels**.' It concludes with: 'In times of COVID-19 pandemic, cycling has gained much drive as an individual and safe means of transport, while the tourism sector has been hit particularly hard by the lock-down.' On the right side, there is a 'Search news and events' section with a text input field for keyword search.

Research and innovation

SME competitiveness

Low-carbon economy

Environment and resource efficiency

Interreg Europe
European Union | European Regional Development Fund

My Interreg Europe Search

About us Projects **Policy Learning Platform** News and events In my country Library Help Contact us COVID-19

Expert support Community Knowledge hub Good practices What is the Policy Learning Platform?

Webinar on cycling tourism

Policy Learning Platform

JUN 30 2020

'Life is like riding a bicycle. To keep your balance you must keep moving' (Albert Einstein). Cycling tourism is among the economic sectors that yield most benefits in relation to the public investments that they require to thrive. Cycling as such has multiple benefits, among which the **health benefit** has been assessed to be the most valuable to society. Cycling tourism, in turn, has the pleasant side-effect of channeling **consumer spending to often rural restaurants and hotels**.

In times of COVID-19 pandemic, cycling has gained much drive as an individual and safe means of transport, while the tourism sector has been hit particularly hard by the lock-down.

Search news and events

Use the form below to search our news and events posts

Keyword search

<https://www.interregeurope.eu/policylearning/event/3522/webinar-on-cycling-tourism/>

Cycle Tourism – FRANCE

A very important economic impact, local employment, high growth, sustainable tourism, an activity with good future

- ✓ More than **20% of tourists by bike** come from abroad
- ✓ 21 million French people cycle during their holidays
- ✓ **68 €/per day** is what a tourist by bicycle spends every day compared to 55 € for other tourists
- ✓ **90 million overnights per year**
- ✓ The economic impact on the “Loire à Vélo” long distance route and on Brittany **has doubled in five years**

un impact économique très important, de l'emploi local, une très forte croissance, un tourisme durable, une activité d'avenir



**PLUS DE 20 %
DES TOURISTES
À VÉLO VIENNENT
DE L'ÉTRANGER**



**TRÈS FORT
DÉVELOPPEMENT**

Doublément de l'impact
économique en 5 ans
sur l'itinéraire
de «la Loire à Vélo»
et en Bretagne



68€/J

C'est la somme
dépensée par un
touriste à vélo,
contre 55 € pour
les autres
touristes



21 MILLIONS

de français
font du vélo
pendant
leurs vacances.



90 MILLIONS

de nuitées
par an

[Source: Impact économique et potentiel de développement des usages du vélo en France](#)

Greenways

- ✓ very appealing destination for active tourism ,
- ✓ a vital role in local economic development of the territories,
- ✓ highly successful examples with a major economic impact,



=> Greenways are an essential source of revenue for local and regional economies; they are growing and expanding over the whole of Europe, and they have a strong growth potential.



ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



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Greenways HERITAGE

Greenways + UNESCO

2018-2019



ASSOCIATION EUROPÉENNE DES VOIES VERTES
EUROPEAN GREENWAYS ASSOCIATION
ASOCIACIÓN EUROPEA DE VÍAS VERDES



FUNDACIÓN DE LOS
FERROCARRILES
ESPAÑOLES



Provincie
Antwerpen



UNIVERSITÀ
DEGLI STUDI
DI MILANO



MECHELEN



Comunidade
Intermunicipal
do Ave



Joint promotion



UNIVERSITÀ
DEGLI STUDI
DI MILANO



**"Heritage
Greenways"
protocol,**
*for the
development of the
"Heritage
Greenways" brand.
Guidelines, criteria
and requirements
check-list.*



www.greenwaysheritage.org

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| Tab. 1 - Evaluation grid: Themes, subthemes and n° criteria | | |
|---|--|----------------|
| Theme | Subtheme | N° of criteria |
| A. Greenway | A1. General conditions | 5 |
| | A2. Safety | 7 |
| | A3. Comfort | 6 |
| | A4. Maintenance | 4 |
| | A5. Signage along the greenway | 7 |
| | Greenway Total | 29 |
| B. Tourism services | B1. Intermodality | 5 |
| | B2. Accommodations and other services | 7 |
| | Tourism services Total | 12 |
| C. Heritage | C1. UNESCO heritage | 7 |
| | C2. Other resources (natural, historical and cultural) | 7 |
| | Heritage Total | 14 |
| Total | | 55 |

TOURISM SERVICES - INTERMODALITY



ACCOMODATION AND OTHER SERVICES

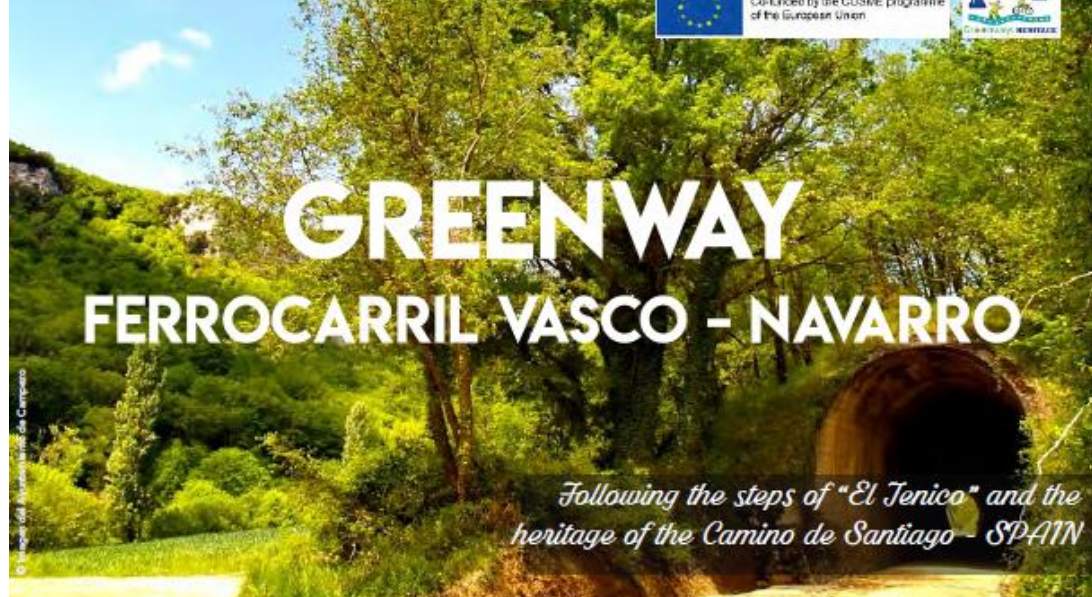


Implement the physical connection between the greenways natural & cultural assets



Generate new
tourism products
which combine
these two valuable
resources

Cultural & natural
assets
+
greenways



DESCRIPTION

The Greenway of the Ferrocarril Vasco-Navarro relives the trace of a train, so loved by inhabitants of the area, who knew it as "El Trenico". To enjoy this incredible journey, we propose you to start in the beautiful city of Vitoria-Gasteiz, one of the green capitals of Europe, with rich cuisine and friendly people.

We will travel through the regions of Llanada and Montaña Alavesa until we reach Tierra Estella, to enjoy the pilgrim atmosphere of the Jacobean Route, on its way through the French Way to Santiago de Compostela. We will delve into its heritage getting to know the most representative buildings of the city and learning about its history. We will have the opportunity to visit a family winery next to the majestic Monastery of Irache, and we will also discover the world of truffles in their local museum. An itinerary proposal to live the nature, culture and traditions of the charming villas that you will find on your way.



ITINERARY

Day 1, on your arrival we will visit the medieval old town of Vitoria-Gasteiz. Free afternoon to enjoy the city. Day 2, we will start the itinerary through the greenway until we reach Maestu. We will visit the Sanctuary of Estibalz, a jewel of Basque Romanesque art. Day 3, from Maestu, we will continue towards Acedo, stopping at the Interpretation Center of Antoñana to learn about the history of "El Trenico". Day 4, continuing our journey, we will discover one of the most exquisite products of the local cuisine at the Museum of Truffle. Arriving in Estella-Lizarra we can enjoy the pilgrim atmosphere that is lived in the city through its most representative monuments. Day 5, we will visit the Irache Monastery and a wine cellar, to taste its varieties. After, we will return to Vitoria-Gasteiz. Day 6, free time before starting your return home or continue with the extension of your trip.

DATA SHEET

Stages: Vitoria-Gasteiz - Estella-Lizarra

Level: medium and easy

Journey: 70km (hiking and biking)

We collaborate with:



I'm Ana, I'll be waiting for you in the Greenway of the Ferrocarril Vasco-Navarro

Price 710€^(*)

Minimum group: 8 people

Stay: 6 days and 5 nights

Accommodation: rural hotels

How to arrive: Vitoria-Gasteiz train station

Extensions: Bilbao and Pamplona

INCLUDED SERVICES: lodging in half board (water and wine in meals). Activities indicated. Rental of bicycles Tickets and visits to monuments. Basic travel assistance insurance and local taxes.

(*) NOT INCLUDED: alcoholic beverages, Tips. Any service not specifically indicated in the section of included services, will be considered as a service NOT included.

OPTIONALS: transfer of the vehicle to the indicated point of arrival. Extensions to Bilbao and Pamplona.

**Generate new
tourism products
which combine
these two valuable
resources**

**Cultural & natural
assets
+
greenways**



www.greenwaysheritage.org

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Improve the information for tourists



Co-funded by the COSME programme of the European Union



Bristol-Bath Greenway



Bristol Bath Railway Path

The Bristol & Bath Railway Path was constructed on the bed of the former Midland Railway by Sustrans between 1979 and 1986: It was one of the first disused rail line converted in a greenway in Europe. Today the Path, 3 metres wide and wholly paved, is an attractive leisure and commuting route. The Path is also an important wildlife corridor. Discover some fascinating history, visit intriguing places nearby, connect to other walks and trails and refresh yourself at several points along the way.

Frome

SALISBURY PLAIN

Hamp



Bristol Bath Railway Path



The City of Bristol



Royate Hill



Coombe Brook Nature Reserve



Glenside Hospital Museum



Bowood House



Oldbury Court and Snuff Mills



Former Staple Hill Railway Station



Mangotsfield Railway Station



Willsbridge Valley Nature Reserve



**Encourage a structured tourism product
and involve local SMEs in the tourism offer**



6. Promote and improve effective public-private, public-public, and private-private cooperation



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8. Work to attract more visitors to the cultural sites among greenway fans, and to attract new greenway users from among UNESCO site tourists,



Promote innovative actions



Aerial 360



Options



Menu

The Three River Point



Encourage monitoring of visitors



PROMOTION

Greenways Outdoor

GreenWays Outdoor

Guía para la organización de maratones en vías verdes



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BEST PRACTICE GUIDE

Top 10 Tips for Marketing and Communication



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Greenways and Natura 2000 / protected areas / species



Special Award

“Vías Verdes españolas y Red Natura 2000”
mobile application



Greener Greenways (Sustrans), United Kingdom



Alder (*Alnus glutinosa*)



- Male catkins: wine-red
- Female catkins: yellow-red
- Abundant
- Often dominant on wet ground and habitats

Grey Poplar (*Populus x canescens*)



- Most trees are male (catkins: purple-grey)
- Hybrid of White poplar (*P. alba*) and Aspen (*P. tremula*), much planted but rarely naturalised
- Damp woods/streams

Hazel (*Corylus avellana*)



- Male catkins yellow
- Very abundant, except on poor or waterlogged soils
- Woodland understorey and hedges

Goat Willow (Pussy Willow, Sallow) (*Salix caprea*)



- Female 'pusses' silver, quickly shedding fluffy seeds
- Male 'pusses' gold
- Very abundant except on the lightest soils

Cherry Plum (*Prunus cerasifera*)



- White flowers and earlier (weather dependent) than blackthorn
- Shoots hairless, green
- Tree up to 25m
- Abundant, naturalised

Blackthorn (*Prunus spinosa*) SHRUB



- Off-white flowers (appear before the leaves)
- Shoots hairless, green, side shoots end in vicious spines
- Dominant in scrub and hedges
- Produces black sloes (berries) in autumn



Butterflies
Butterflies start to emerge with the warmer weather in April and go searching for spring flowers. Look out for early species like the Orange Tip (pictured) or Yellow Brimstone.



Burrows
Lots of animals sleep over the winter and now it's time for a good spring clean. Look out for piles of old grass, soil and leaves outside burrows.



Bumblebees
The queen bee will have spent the entire winter underground. When she first emerges, she drinks nectar from pussy willow flowers and begins searching for a good place to build her new hive.



Fawns
Fawns might be hard to spot as they are notoriously shy. Try going out early in the morning and make sure you are very quiet.



Pond life
Frog spawn and toad spawn look really different. Toads lay their eggs in long ribbons whilst frogs make a big lumpy ball.



Listen for birdsong
This time of year birds are trying to attract a mate and they do this by singing. See if you can hear a cuckoo (Coo-coo) or a chiffchaff (chiff-chaff chiff-chaff).



Amphibians
Frogs and toads are waking up and heading for their ponds to breed. They tend to move on wet nights, sometimes hundreds at a time.



Lambs
Sheep have their lambs in late winter or early spring. See them jumping and playing in fields and woodland.

Greener Greenways (Sustrans), United Kingdom

Creating corridors for wildlife

A guide for volunteers



LEADING A NATURE WALK



Showcasing the nature found on your local greenway is a great way to help motivate more people to get out and get active. By highlighting what can be found on your route at different times of year you can entice new users to the National Cycle Network, particularly those who might not otherwise walk or cycle. You know about the wildlife and habitats found on your wildlife corridor better than anyone, so you are in a great position to lead your local community on a voyage of discovery!



WHAT



Greenways of Jaen Green Corridor

(Spain)



Exemplary Initiatives
2nd Prize



Greenways of Jaen Green Corridor **(Spain)**

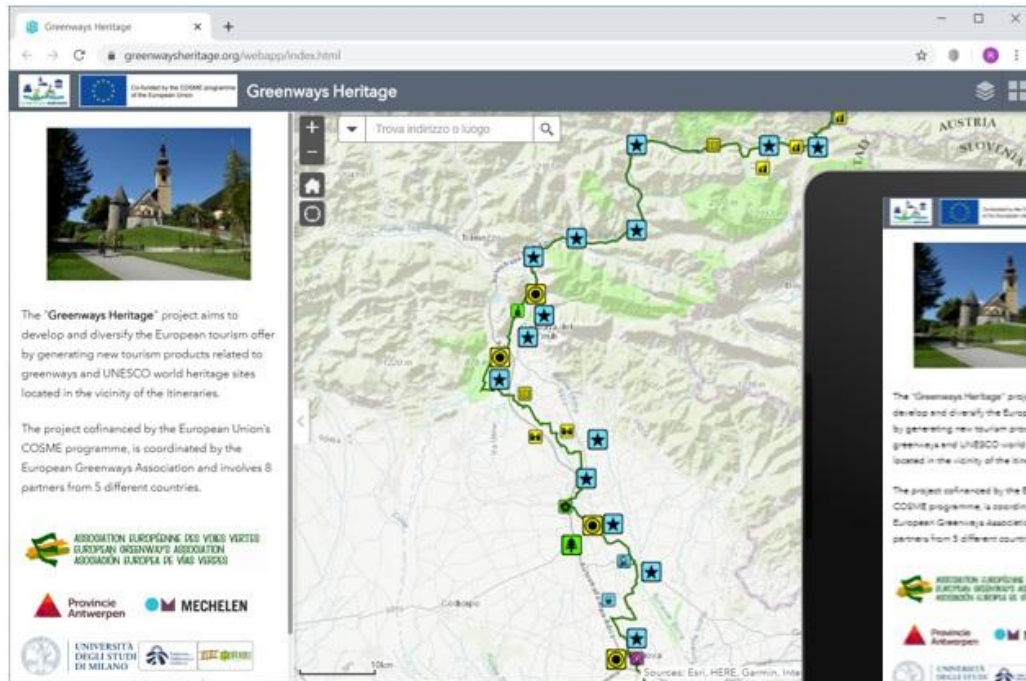


Opportunities for Greenways

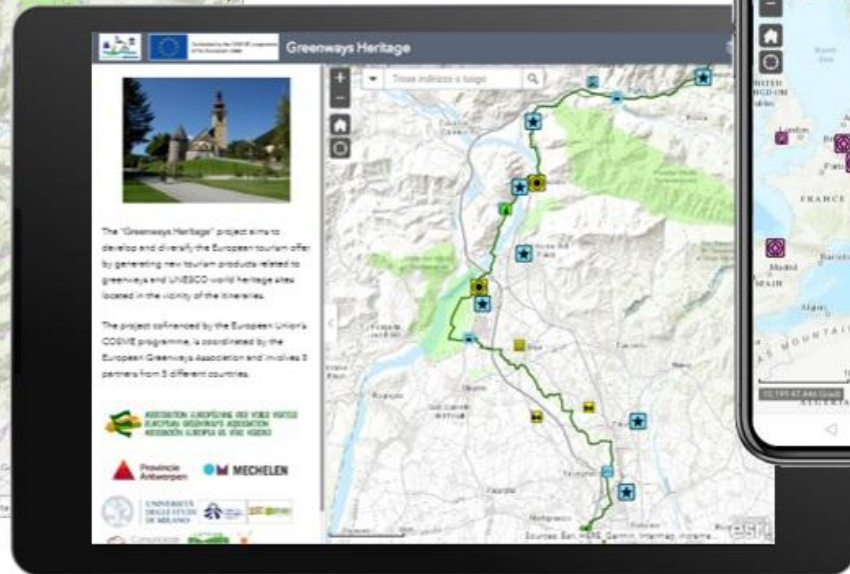


**Tourism:
post COVID funding
opportunities**

Megatrends : Greener and more digital tourism



Co-funded by the COSME programme
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GW Heritage Tourist GIS 15 combined greenway + UNESCO
site itineraries in 10 countries! [Maps](#) and [Story tours](#)

www.greenwaysheritage.org



Tourism is not explicitly considered in either the Recovery National Plans or the Multiannual Financial Framework 2021-2027,

But

Tourism can be part of the National Recovery and Resilience Plans for 2021-2023 (COVID19), as well as the Regional Operational Programmes for the next period 2021-2027.

The Members States and Regions must include it as a priority on their strategies.

If is not included it will be not eligible; therefore it is necessary to previously check with regional authorities the priorities of the Recovery plan.

See: <https://www.aevv-egwa.org/event/eu-tourism-recovery-priorities-and-funding/>



Preserving and enhancing cultural and natural heritage through greenways

- ✓ Coordination. Enhancing natural and cultural assets jointly with walking and cycling routes.
- ✓ Joint promotion and plans
- ✓ Make access easy. Adapt services to user demand (e.g. welcome cyclists)
- ✓ Invest in greener and digital tourism.
- ✓ Needed: Strategy (analysis, needs, solutions, funding, actors, governance, monitoring).

Preserving and enhancing cultural and natural heritage through greenways

A great opportunity for the:

- **Subpanel of greenways and regional bicycle routes of the panel of intelligent specialization "Quality of Life"**
- **Development of the concept of greenways routes & regional bicycle routes in Podkarpackie**
- **Development of technical documentation to expand the network of tourist bicycle routes in the Bieszczady Mountains and their inclusion in the Green Velo bicycle route**

=> Do everything you can to make it a reality!

Thanks for your attention!



Join EGWA!

Dzięki za uwagę!

Dołącz do EGWA!



Enjoy Greenways no border no barriers!

www.aevv-egwa.org