



Innovating governance for a
peacefull achievement :

La Méditerranée à vélo

Hasselt - 27 septembre 2018

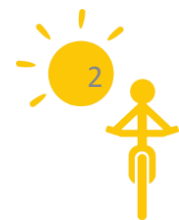


☀ La Méditerranée à vélo ?

☀ The project governance

☀ The current achievements

☀ Duplication of the governance model
at the European level ?





1. La Méditerranée à vélo ?



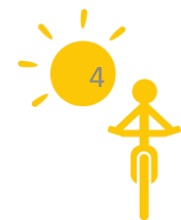
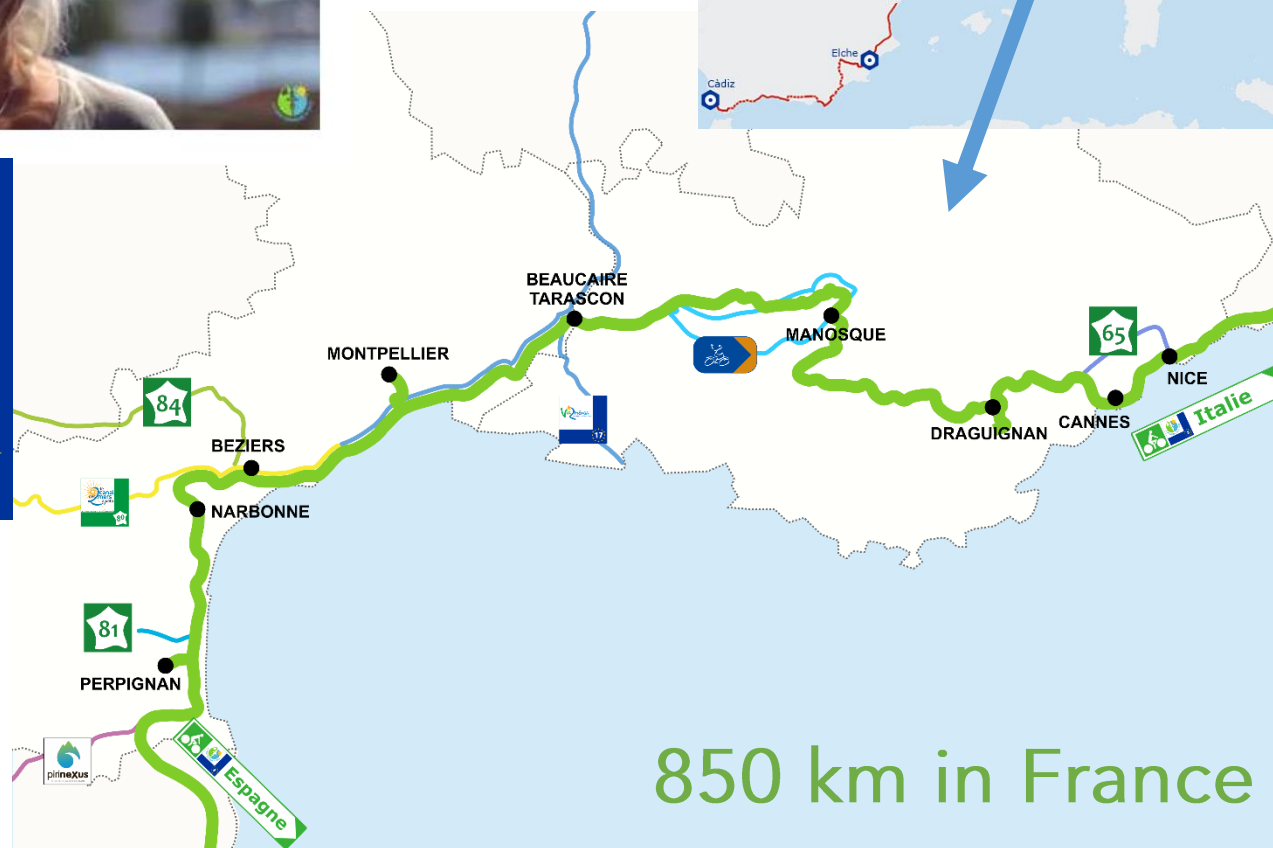
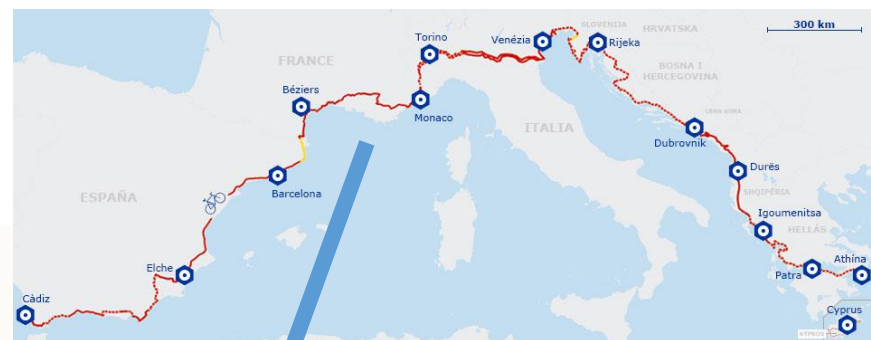
What is La Méditerranée à vélo ?



VIDÉO #1 (GRAND PUBLIC)



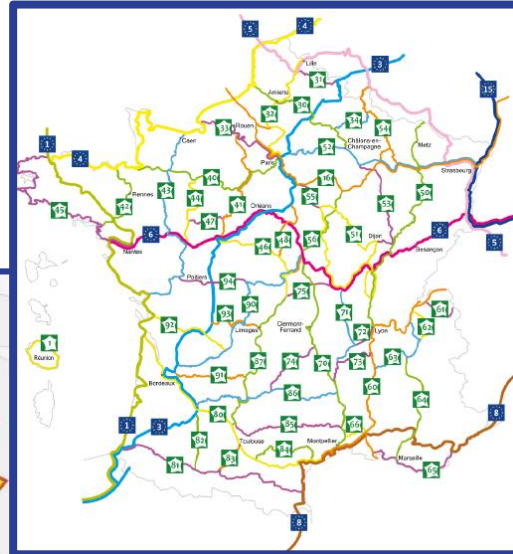
EuroVelo 8 – Mediterranean Route



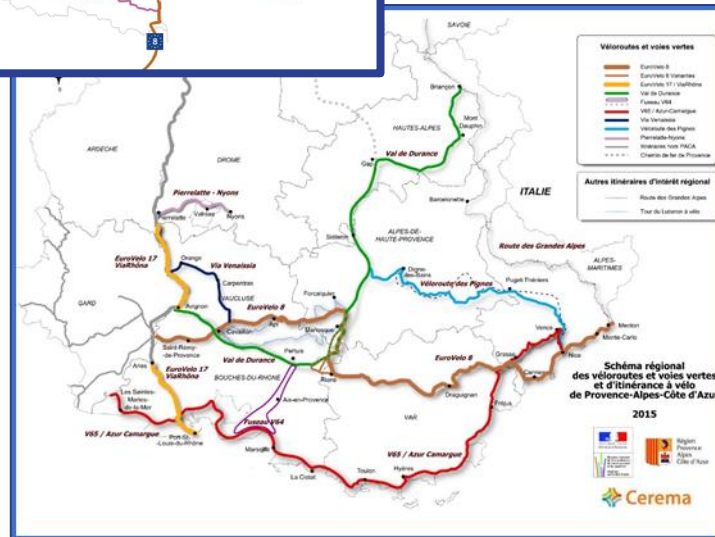
The legal framework : an opportunity for cycling projects



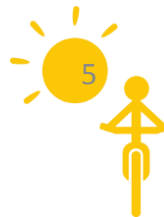
SN3V



SR3V



EuroVelo



2013 – 2018 : 5 years to build a common vision



DIAGNOSTIC – STUDIES
– AWARENESS RAISING



OPERATION –
COOPERATION



COMMUNICATION –
PROMOTION - SERVICES

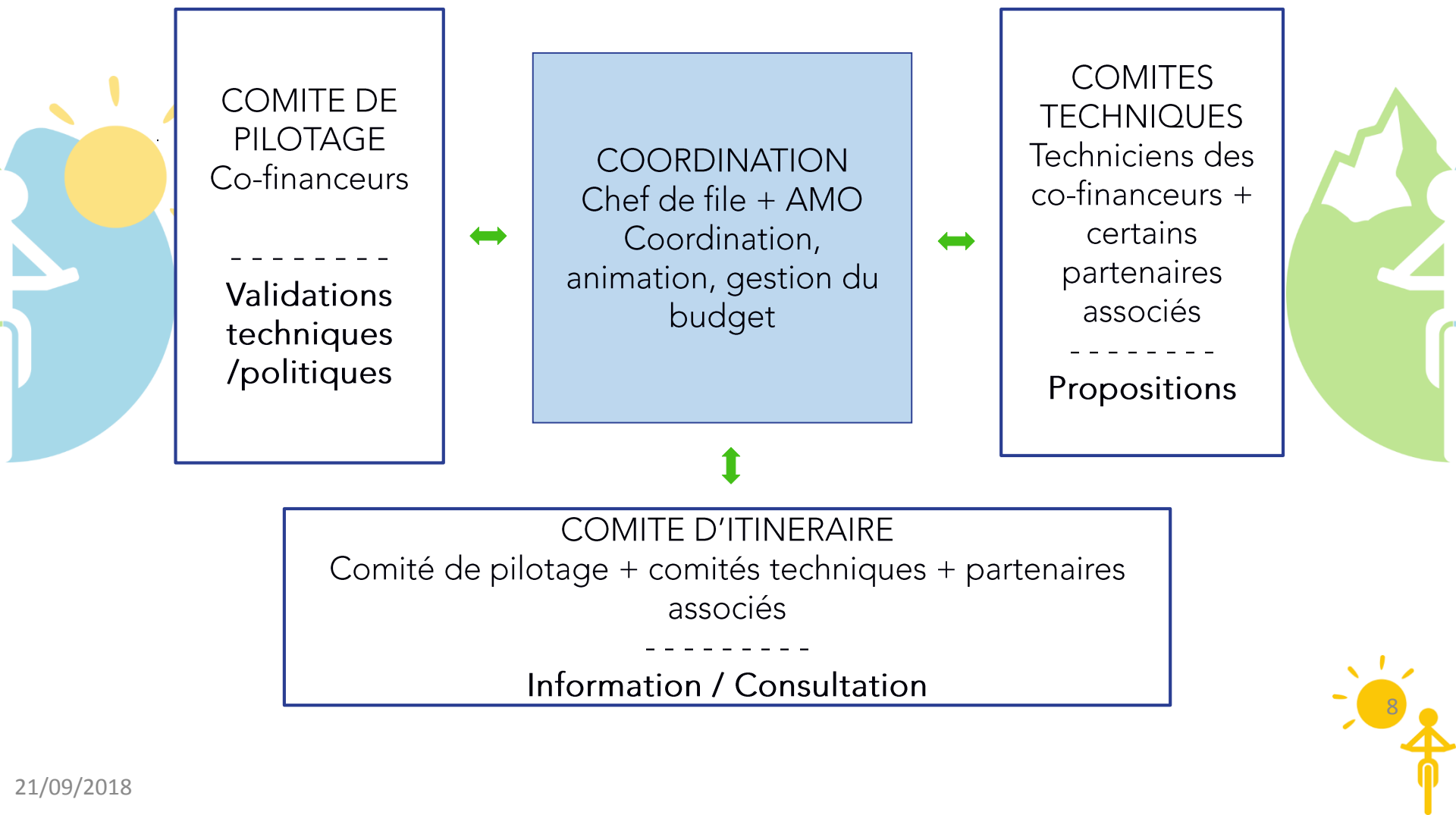




2. The project governance



A model of governance



A sustainable governance



Key word : awareness



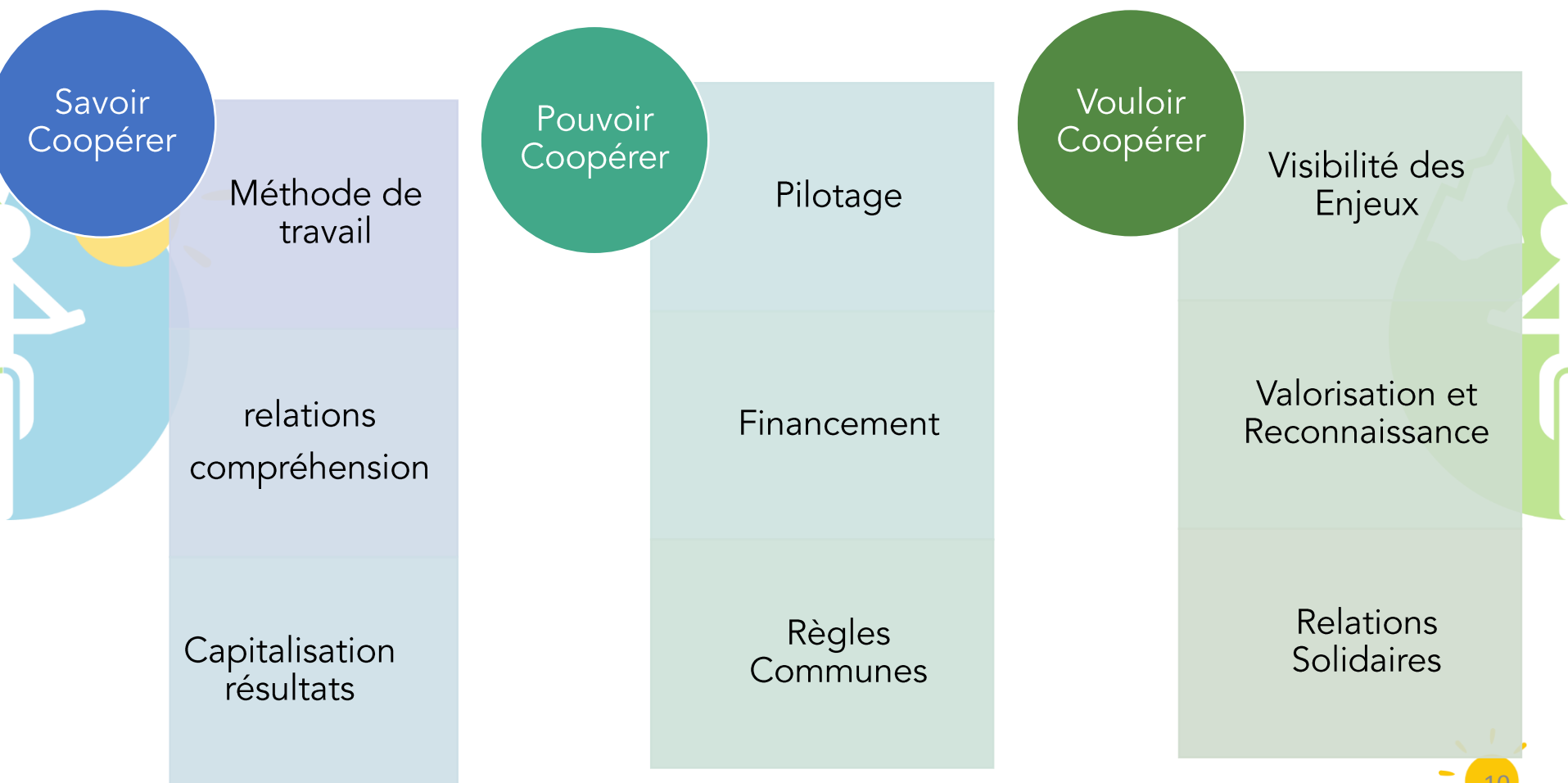
Key steps of a sustainable governance



A networking governance



Key word : cooperation



Notions de
Guy Le Boterf





3. The achievements



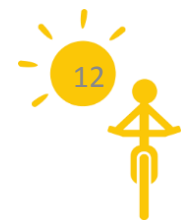
Visual identity and messages



DÉCOUVREZ



LA MÉDITERRANÉE À VÉLO !



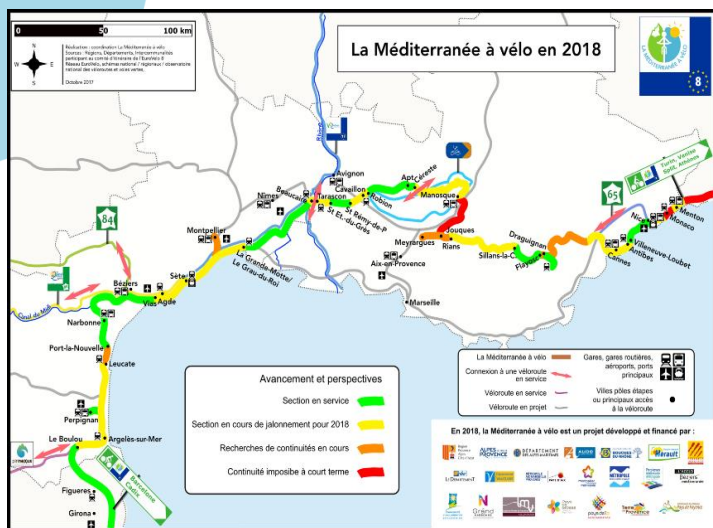
3 priority objectives



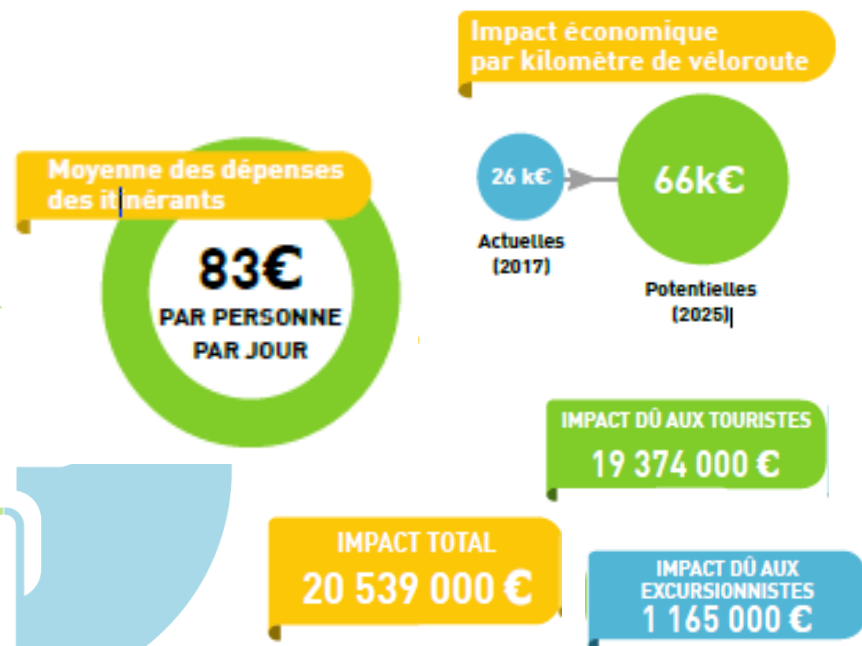
☀️ Follow up of the itinerary

☀️ Development of bike-friendly services

☀️ Improvement of the access by public transports



Evaluation and prospective



- ☐ Evaluation of the public investments impacts
- ☐ Planification of operations
- ☐ Satisfaction of users
- ☐ Anticipation of change

A tool to identify advantages & weaknesses





2. Duplication ?



The EuroVelo 8 governance ?



- ☀ EuroVelo 8 : ECF + national coordinators
- ☀ EuroVelo 8 in each country ?
 - ❑ Spain, France, Italy, Slovenia, Croatia, Albania ?, Greece : OK local coordination
 - ❑ Monaco, Bosnia-Herzegovina, Monte-Negro, Cyprus : NO local coordination yet
- ☀ The project MedCycleTour : an opportunity to increase European cooperation
- ☀ How to improve the governance at the European level ?



2019-2021 : facing the challenges



☀ Increase the notoriety of La Méditerranée à vélo

☀ Evaluate the frequentation and the impacts of public investments

☀ Developp bike-friendly services

☀ Improve the access by public transports

☀ Ensure the continuity of the itinerary



Contacts coordination



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Comité Régional du Tourisme

