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MEDCYCLETOUT Project EuroVelo 8 – Mediterranean Route

Capitalization plan

Region of Western Greece

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DEFINITION OF CAPITALISATION IN INTERREG¹

Capitalisation in Interreg can be understood as an integrated building process that gathers valuable programme and project results within a specific field of regional development policy. It enables sharing of knowledge and raising awareness about the achievements of Interreg in a particular field (capital).

Hence, 'capital' should be understood as the results/knowledge of programmes/projects used to generate new knowledge to support the development of future policies and programmes. The process of capitalisation, then supports the (re-)use and/or transfer of this capital, ultimately promoting improved performance and delivery.

A concrete definition of capitalisation is a building process aimed at consolidating the capital built by Interreg, with the objectives of:

- Identifying results through benchmarking and detailed content analysis, building on existing knowledge and experience.
- Making the knowledge and results generated by projects more accessible, thus improving the transfer of knowledge, among Interreg and beyond.
- Promoting the re-use and/or transfer of this knowledge and these results, in order to support performance and delivery, future policies and programmes' developments.
- Raising awareness and improving communication of results in specific fields of regional policy.

Thus capitalisation is complementary to the information, communication, monitoring and evaluation processes.

¹ Interact capitalisation plan, July 2016



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PROJECT INTRODUCTION

The MEDCYCLETOUT (MEDiterranean CYcle route for sustainable coastal TOURism) project is based on EuroVelo 8 – Mediterranean route and aims to develop cycle tourism in the Mediterranean region by providing transnational tools to attract visitors and it is funded by the Interreg Mediterranean Programme.

The aim of the MedCycleTour project is the development and promotion of cycle tourism in the Mediterranean region through the introduction of the EuroVelo 8 - Mediterranean route. The EuroVelo 8 route aims to connect the entire Mediterranean area, from Cádiz in the west to Cyprus in the east. The Mediterranean route is one of 15 transnational cycle routes that are part of the European EuroVelo route network and it is predicted that it will become the main Mediterranean cycle tourism route, seeing how it passes through as many as 11 countries. Partners from 8 Mediterranean countries are participating in the project.

Constructing a high-quality cycle tourist route as part of the project is a tool in the process of connecting Mediterranean regions on the basis of sustainable transport and tourism. Different activities are a part of the project, such as examining the existing route and laying out new route sections, the development of transnational and regional action plans for better incorporation of the proposed route in the planned horizon, pilot project implementation, pilot road signalisation project, route utilisation analysis and economic potential analysis, designing the website and mobile applications, as well as the development of cycle-friendly programmes.



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CAPITALIZATION OBJECTIVE

The objective of the capitalization activities are to ensure that the project results and outputs are sustainable once the project has ended. To avoid the problems of previous EU projects, the partners will be focusing in particular on making sure that the relevant national and regional policies include a commitment to promote cycling tourism, and in particular EuroVelo 8, as a form of sustainable and responsible tourism in coastal areas going forward.

To achieve this a practical capitalisation plan for the whole route sets out the essential tasks which are needed to influence decision makers, experts and other target groups – together with specific policy recommendations for each of the countries / regions covered by the partnership.

This plan covers the planning and coordination of the necessary tasks in order to increase the impact of the project by influencing decision makers, experts and other target groups (e.g. SMEs, tour operators etc.). All partners participate in the development of the capitalization plan. **The plan describes the policies that should be influenced, the tools and methods to influence the policies and the concrete actions.** The elaboration of the plan and the coordination of the capitalization tasks will be led by the work package leader, Koper Regional Development Center.

Target groups involvement

Public authorities are considered to be the most important target group for this work package:

1. Public authorities, as well as economic partners, will be the target of the capitalization plan, which will focus on how the project's outputs can be sustained.
2. The policy recommendations will be specifically prepared for the use of national, regional and local authorities. They should have been prepared with these authorities, so that they have a realistic chance of being adopted.
3. Setting up a long term management system will involve the current partnership, many of which are public authorities and it is hoped that others will join over time.
4. Invitations to the high level final capitalization conference will be sent to representatives of public authorities on European, national and regional level and senior figures within the economic partners.
5. The Impact assessment will be used to inform the work of public authorities (although it may be useful for economic partners too).



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IDENTIFICATION OF THE MOST IMPORTANT TARGET GROUPS

The target groups can broadly fit into two categories: one related to professional audiences (e.g. politicians, SMEs) and another regarding cycling tourists. This document focuses on professional audience, national and regional public bodies, economic actors and the public.

Local/regional public authorities & policy makers

Greece

- *Region of Western Greece (Regional Units of Aitolokarnania & Achaia)*
- *Regional Development Fund of the Region of Western Greece*
- *Municipality of Amfilochia*
- *Municipality of Aktio - Vonitsa*
- *Municipality of Aigialeia*
- *Municipality of Erymanthou*
- *Municipality of West Achaia*
- *Municipality of Patras*
- *Municipality of Aigio*
- *DIRECTORATE FOR TRANSPORT AND COMMUNICATIONS – Hellenic Ministry of Transport*
- *Decentralized Administration of Peloponnese, Western Greece and the Ionian*

Project stakeholders (Associations and Centres devoted to the promotion of sustainable tourism, NGOs,...)

Greece

- *Hellenic Police – Traffic police of Patras*
- *Hellenic Police – Traffic police of Aigio*
- *Association of Travel Agencies Western Greece*
- *Cultural and environmental association of Alyki Aigio “St. Nicholas” • Local NGOs*
- *Nautical Club of Aigio «Diagoras»*
- *Proini Gnomh*
- *Filodimos*
- *Proti of Aigialeia*
- *To Vima of Aigialeia*



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- *Hmerisios Kyrix of Patras*
- *Achaia Press*
- *Achagiotika News*
- *Peloponnese*
- *Stix*
- *Kosmos*
- *Politiki*
- *Cycling Group of Patras*
- *F.O.L. - CULTURAL SOCIETY LONGOS "LORD BYRON"*

Economic actors (Business Sector and SMEs)

Greece

- *Chamber of Aitolokarnania*
- *Chamber of Achaia*
- *Achaia Development Agency S.A.*
- *VelocityBikes*
- *Botargo Company*
- *Mattheos Tours*
- *GLAVAS MINI BUS*
- *Shizas Tours*
- *IDEAL BIKES*
- *Cycle365*
- *Patras Easy Bikes*
- *IDEAL Bike Shop*
- *Americanos Bikes*
- *Loukas Bikes*

MEDCYCLETLOUR POLICY RECOMMENDATIONS

Identification of the experience to be capitalised

Greece

Experience capitalization is the process through which an experience is identified, validated and documented, leading to lessons learning, identification of potential good practices and their subsequent adoption. Thanks to this approach, practices can be adapted, improved, adopted by others and upscaled, leading to a greater impact.



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The implementation of the actions focuses on traffic calming/ reduction and the development of route infrastructure to fulfil the European Certification Standard criteria. Cycling-friendly services developed. Promotion actions implemented in order to grow the numbers of cycling tourists. All actions are planned for the short, medium and long term. In the field of Infrastructure, actions are planned for the short and medium term.

In the Region of Western Greece it is needed to be developed more cycling friendly services as soon as possible and the network must be able to work more independently.

New additional actions could provide more supporting and services to cyclists.

List of proposed policy actions

Greece

Proposed policy actions could include:

- Improving road safety (road pavement reconstruction or maintenance, barriers installation etc.)*
- Promote active mobility among populations (cycling events and promotion through domestic promo events etc.)*
- Cycling should be properly integrated in the multi-modal transport system through necessary actions and programmes*
- Every relevant domestic infrastructure project should take cycling into consideration (for new roads, urban or port projects) as much as possible.*

IDENTIFICATION OF CAPITALIZATION PROCEDURES/TOOLS AND ACTIONS

Medcycletour web page / National EuroVelo web pages

Regular updating of the websites

Creation of contact lists

Basic contact list, phone numbers/e-mails/function. Database has started to being developed during the project.

Workshops and Roundtables

Knowledge transfer seminars for professionals, organisation of workshops with decision makers, participation and contribution at national and international events.

Brochures targeting decision makers

Include policy recommendation on how to improve policies in favour of cycle tourism.



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Setting up a long term management system

Agreement with annexes signed by all partners.

Capitalisation conference

The final conference will be 2 day event held in Andalusia.

New and other Relevant Projects

Durability

The focus of this activities are to ensure the sustainability or durability of the main project outputs and the capitalisation plan, policy recommendations and LTMS should guarantee that the organisational and financial structure is in place for EuroVelo 8 to be a successful cycle tourism project in the medium to long term.

Transferability

The capitalization plan and policy recommendations will be prepared specifically for the national and regional authorities in the countries covered by the project but will provide inspiration for others. The LTMS will be developed based on the model of EuroVelo 15 and therefore can be easily transferred to other routes too. While the content of the final conference may not be relevant to other projects, the format and agenda could be copied. Finally, as there is currently relatively little data available on cycle tourism in Mediterranean, the impact assessment will hopefully inspire others to continue and expand this work.