Interreg
Mediterranean

EUROPEAN UNION

MEDCYCLETOUR

EuroVelo 8 – Mediterranean Route

INCREASE THE EFFECTIVENESS AND IMPACT OF CYCLE TOURISM

POLICY RECOMMENDATIONS

KOPER RRC

8 Mediterranean Route

Within the framework of the EU-funded "MEDCYCLETOUR" project, we prepared this recommendations from 40 months of experience and practical knowledge in building cycling cultures.

MEDCYCLETOUR is a three year project, started in February 2017. It took place along the long-distance cycling route EuroVelo 8, which connects many destinations that are popular tourist attractions in their own right: Cádiz, Barcelona, Monaco, Venice, the Croatian Coast, Cyprus – the list goes on. It is little surprise therefore that the Mediterranean Route receives more interest than any other EuroVelo route. And whilst many of it's destinations are already internationally famous, there are still lots of undiscovered gems to be found along the way, not least in Albania and Montenegro.

While the Mediterranean region is an already well-known destination for tourism in general, it is unfortunately far behind other markets with regards to cycling tourism (with a few exceptions e.g. Mallorca or the Po Cycle Route). It is easy to visualize the possibilities that the Mediterranean Region (especially the coastal and maritime areas) can offer for the main cycle tourism markets. To access the markets outside the Mediterranean region (mostly in North-West Europe) there is a need to work together, particularly on common branding and product development.

The EuroVelo 8 – Mediterranean Route – which crosses 7 EU member states (Spain, France, Italy, Slovenia, Croatia, Greece and Cyprus) and 3 candidate countries (Bosnia-Herzegovina, Montenegro and Albania) – offers a unique opportunity for a flagship route to achieve this. The successful destinations can support each other and to convince cycle tourists to return to the macro – region (those who are interested in one country / region are more likely to be interested in other Mediterranean cycle tourism destinations).

As EuroVelo 8, the Mediterranean Route is already part of EuroVelo, the European cycle route network, being one of the 16 cycle routes that cross the continent. Being part of the EuroVelo network reflects the potential EuroVelo 8 has to become one of the most successful long-distance cycle routes in Europe, generating additional tourists and revenue in a sustainable way. According the study commissioned by the European Parliament, the total economic impact of EuroVelo cycle route network when complete is approximately €7 billion but in order to exploit this potential we need to improve the conditions for cycle tourists.

Our project focused on all route components (i.e. infrastructure, public transport connections, signalisation, services, promotion etc.) in order to create an attractive, safe and comfortable route fulfilling the needs of the main target groups. First we surveyed and evaluate the current situation of the route using the European long-distance cycle route certification standard.

We defined the necessary actions, responsible organizations and financial resources in order to improve the conditions, summarizing the results in action plans. We looked for good practices to design and implement these actions and we pilot combined bike and public transport solutions; innovative signalization; and cycling friendly service networks. In order to reach the target groups we developed innovative communication solutions (e.g. websites, apps for smart phones) and we applied common branding and corporate design in order to attract and satisfy our customers.

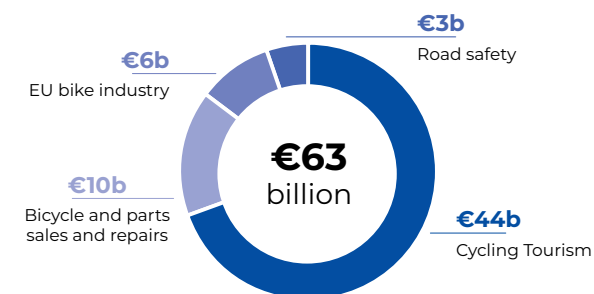## Modal share of cycling in European countries

This data is based on an EU poll from 2014 about transport habits.
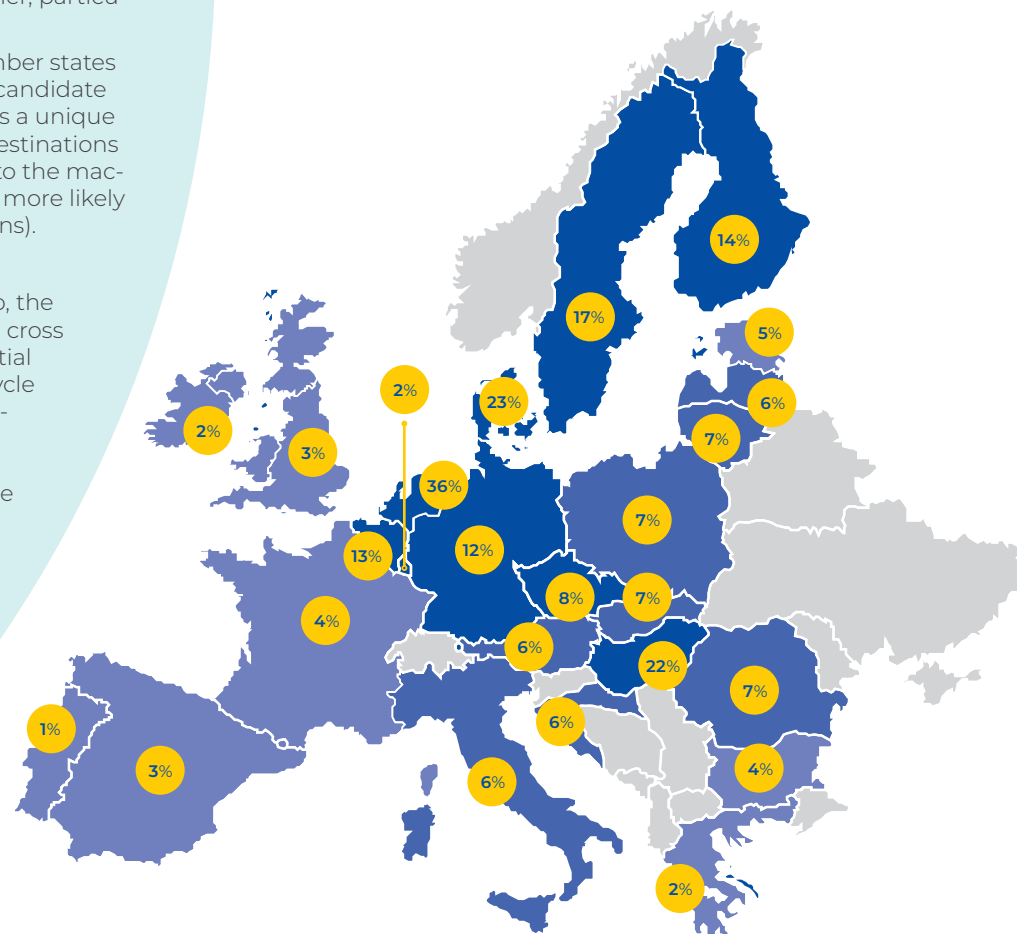

Benefits of cycling tourism

Size of cycling-related markets

The cycle-tourism market was estimated to have a total economic value of €44 billion in the EU in 2012. Other markets, such as the bike industry, also benefit from cycling tourism.

€6b
EU bike industry

€3b
Road safety

€63
billion

€10b
Bicycle and parts
sales and repairs

€44b
Cycling Tourism

Size of cycling-tourism market

The cycling-tourism market was therefore bigger than the EU cruise-shipping market, which was estimated at about €38 billion at the time (2012).

44 billion €

38 billion €
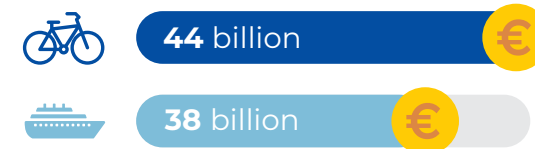
## Job creation in cycling tourism vs other sectors

Cycling tourism is linked to about 650,000 jobs in the EU, based on an ECF estimate from 2014. In the cruise tourism industry, for instance, this number stood at 349,000 in 2014, while 350,000 people were working in the steel industry.

Cycling Tourism   Mining and quarrying   Steel industry   Cruise industry
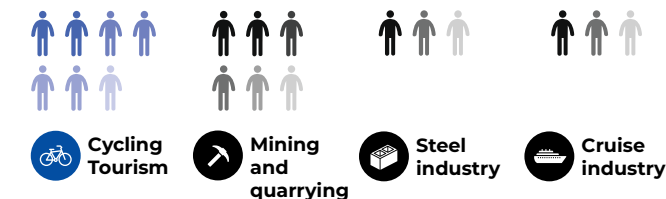
EuroVelo, the European cycle-route network

The EuroVelo network covers about 90,000 km of cycle routes.

There are 16 long-distance cycle routes leading through 38 countries in total.

90,000
kilometres

38
countries

16
cycling routes
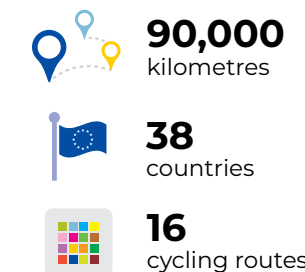
Benefits of the EuroVelo network

The European Parliament estimated in 2012 that 60 million trips will generate a total of €7 billion of direct revenue that can be attributed to EuroVelo as a cycle tourism product if EuroVelo is developed as a European transport and tourism network.

Benefits of the
EuroVelo network
by 2020

7
billion
revenue generated

60
million
trips per year
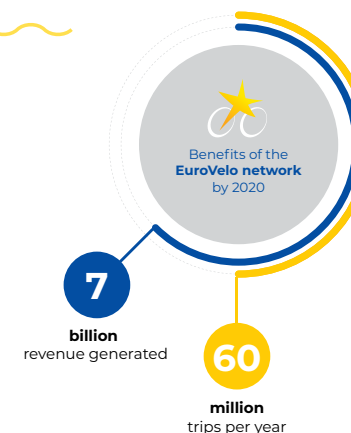
Transnational project results

Route components of EuroVelo 8

About 21% of the surveyed Mediterranean Route is traffic-free, with another 36% featuring very low traffic, according to the survey conducted in the frame of the MEDCYCLETOUR project.

Around 10% of the surveyed route features high or very high traffic.

36% VERY LOW TRAFFIC
17% MODERATE TRAFFIC
03% TRAFFIC FREE
03% VERY HIGH TRAFFIC
18% CYCLE PATHS
17% LOW TRAFFIC
06% HIGH TRAFFIC
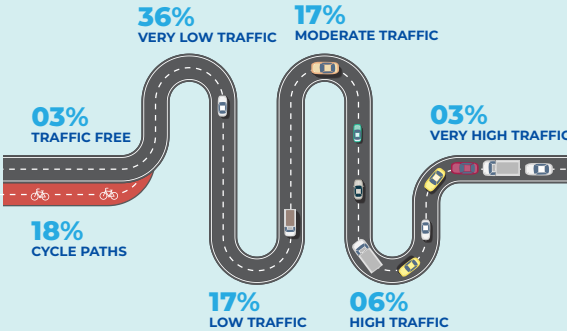
Surface quality of EuroVelo 8

Around 64% of the surveyed Mediterranean Route comprises perfectly rideable surface, with another 28% featuring well-rideable surface, according to the survey conducted in the frame of the MEDCYCLETOUR project.
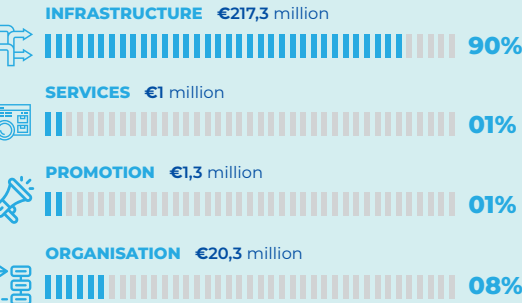
Only 1% is badly rideable.

Perfectly rideable
Well rideable
Moderatly rideable
Badly rideable

64%
28%
07%
01%
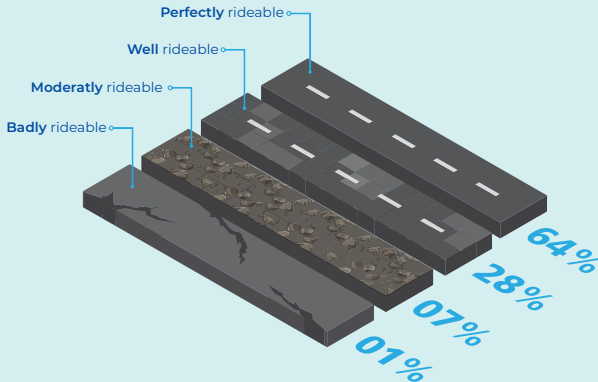
Action Planning

90% of all planned investments are set to go into the field of infrastructure, followed by organisational measures (8%) and then services as well as promotion (1% each).

This data is based on the planned actions by the partners, following the survey.

|		
INFRASTRUCTURE €217,3 million		**90%**
SERVICES €1 million		**01%**
PROMOTION €1,3 million		**01%**
ORGANISATION €20,3 million		**08%**

Planned Actions

Spain

The Spanish regions involved in the MEDCYCLETOUR project plan to invest a total of €45.7 million in actions designed to improve the route quality.

€45,7m

LENGTH
1217 km

ACTIONS PLANNED
155

prinexus

France

The French regions involved in the MEDCYCLETOUR project plan to invest a total of €71 million in actions designed to improve the route quality.

€71m

LENGTH
102 km

ACTIONS PLANNED
55

Italy

90% of all planned investments are set to go into the field of infrastructure, followed by organisational measures (8%) and then services as well as promotion (1% each).

This data is based on the planned actions by the partners, following the survey.

€80m

LENGTH
391 km
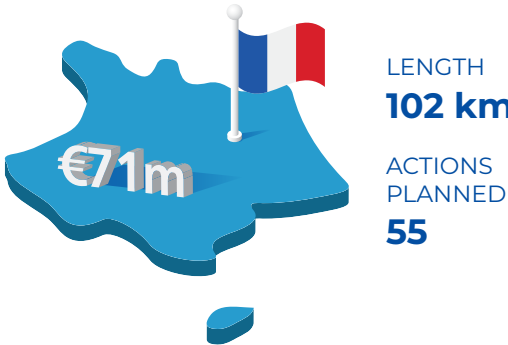
ACTIONS PLANNED
162

Slovenia

The Slovenian regions involved in the MEDCYCLETOUR project plan to invest a total of €6 million in actions designed to improve the route quality.

€6m

LENGTH
35 km

ACTIONS PLANNED
33
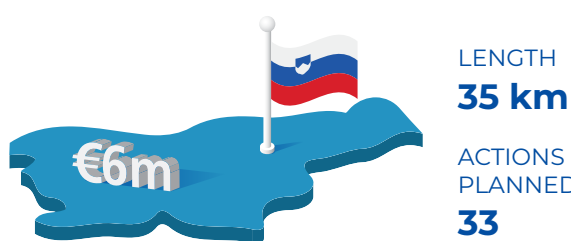
Croatia

The Croatian regions involved in the MEDCYCLETOUR project plan to invest a total of €21 million in actions designed to improve the route quality.

€21m

LENGTH
1116 km

ACTIONS PLANNED
248

Greece

The French regions involved in the MEDCYCLETOUR project plan to invest a total of €71 million in actions designed to improve the route quality.

€16m

LENGTH
283 km

ACTIONS PLANNED
223

Cyprus

The Cypriot regions involved in the MEDCYCLETOUR project plan to invest a total of €0.3 million in actions designed to improve the route quality.

€0.3m

LENGTH
234 km

ACTIONS PLANNED
64

Policy recommendations

Each project partner describes policies that should be influenced, the tools and methods to influence the policies and the concrete actions.

Set of policy recommendations cover fields from economic development policies, traffic, spatial planning and environment, culture, social and health, regulatory framework, sustainable and responsible cycling tourism with nature protection to digitisation policies, regional development policies, governance and coordination.

List of proposed policy actions for achieving high quality cycling route and destinations covers includes infrastructure with intermodality, signing, synchronization, improving road safety, establishing proper driving and cycling culture. Next to infrastructure actions cover services, describing benefits for tourism providers, improving inclusion, collaboration, professionalization of them aiming to improve their services. Third important pillar is promotion or how to improve transnational promotion, integration and information sharing in order to achieve quality and valid information.

Identification of capitalization tools and methods for each region consists of analysis with possible online questionnaire survey, basic SWOT analyses and trying to define levels of usage. Furthermore, tools include brochures accompanied with the communication plane, ideas how to help advocacy groups and to improve inclusion of different sectors. Last but not least you'll find best practices, case studies, project results and pilots actions.

Contents

Rethinking mobility:

Cycling for a safe COVID-19 recovery and beyond

Social distancing measures have shed light on how crucial cycling is for providing a healthy, safe, reliable and fast transport option both for essential trips and outdoor exercise. With the progressive lifting of lockdown measures, more and more cities are showing strong leadership by reallocating public space to active mobility and governments around Europe are offering financial incentives to encourage cycling. If we want these changes to be a permanent part of the post-COVID-19 world, collaboration, strong political will and concrete action will be necessary. The European Cyclists' Federation (ECF) issued a set of recommendations for European, national and local authorities to promote cycling: Make it safe, make it convenient, make it healthy, have a holistic approach.

In early months of 2020 we were hit by a global emergency caused by the Covid-19 pandemic. The social distancing measures that the entire population is required to observe, even in the coming months for a period that cannot be defined at present, will inevitably condition tourism and the enjoyment of the cycling areas. Safety and security are one of the key components of travel planning for every tourist. Safety is considered as a state where risk and danger are minimal for an individual. In addition, security is considered as an active protection from threats to provide risk free situations. For tourists, safety and security are even more important, since tourists enter new and unknown situations on their journey. Despite significant medical progress over the last centuries, infectious diseases still represent significant threats to modern societies. Nevertheless, the spread of a virus can have tremendous economic implications and tourism is one of the most vulnerable sectors; presently the effects of the COVID 19 pandemic are already heavily felt the tourism sector and a set of new policies for a more sustainable and coherent product in the future is needed.

Responsible travel standards of Slovenian tourism for example will be communicated with the GREEN & SAFE label and offer an upgrade of our sustainable practices with a new responsibility to local communities and guests. The global epidemic has shaken our everyday lives and world's tourism as well. This is why the commitment to sustainability, the fact that there are no large crowds, that our nature is clean and preserved and that the locals and guests feel trusted are more important than ever.

1.

Set of policies to be influenced and potential policy actions on a national & regional level

1.1 Economic and fiscal development policies

RECOMMENDATION

Community and economic development strategies involve a complex set of factors that all must be addressed to grow and sustain a local economy at a viable pace and scale. In some countries, bicycle tourism might be a singular strategy to catalyze and support growth. In other communities, local assets or priorities may not place such an exclusive focus on bicycle tourism. For these communities, framing bicycle tourism as a component of larger community and economic development strategy, might result in a better fit for regions.

It is important to be ensured that a new sustainable eco-friendly tourism sector could be developed in the region. There is a substantial interest of the tourism development impact on travel routes to and from destinations. A key factor is that regional economy could gain additional tourism in areas where economic development has been based for decades to the domestic tourism, public sector and agricultural activities.

1.2 Traffic policies

RECOMMENDATION

Public transport connectivity and capacity needs addressing which enables transportation of bike equipment on public transport services. Creating the right conditions to develop the bike is considered a particularly crucial issue: Creation and safeguarding of mild traffic areas, protected from through flows. Separation between bicycles and cars with the construction of dedicated bicycle lanes or corridors. Creation of parking and storage of bicycles.

Strengthening the Bicycle Board as the highest governance body with territorial representation of institutions, public administrations, users' associations, sectoral companies and some other organisations working together to promote bicycle use as an objective. Enabling funding new bodies to better meet these recommendations.

Actions like decreasing VAT on bikes and related accessories and changing the legislation on safety equipment, could give motivations for cycle use. Fiscal policies (such VAT or taxes decreasing) providing financial incentives to domestic tourism businesses to develop services focused on cycling tourism (bicycle parking, bicycle repair and maintenance facilities, etc.). Cycling-friendly taxation systems and discussing options of tax reliefs or subsidies, financial incentives to buy bikes and e-bikes together with economic incentives for those who decide to go by bicycle to their jobs.

Increase the investment in bicycle policies at regional and supraregional level through own resources or lobbying to European Union to get resources from EU funds (subsidies for local institutions to build cycle ways and cycle tourist routes).

- Define specific budget programs for the policies of the bicycle at all levels (local and regional).
- Supporting Start up culture and forms of public-private partnerships.
- Stimulating land owners to allow long term, sustainable arrangements on bike trails.
- Development of infrastructure from traffic safety funds.

Bicycle logo in public transport maps and apps to identify the possibility to combine public transport + bicycle.

Analysing good European practices to adapt public transport to bicycle transport of possible adaptations in festive periods in areas with cycling activity.

- Integration of settlements and poles of the Region of interest into bicycle network hubs.
- Implementation of national branches and routes in the EUROVELO bicycle network.
- Create connection paths of the main network with points of interest of their range.
- Strengthening shared bicycle systems in the urban area.
- Converting derelict railways to create long bike paths.
- Inclusion in the institutional framework of the obligation of local governments to digitally promote routes.
- Support for mountain biking and creating bike parks in ski resorts.
- Free transport of bicycles by intercity.

1.3 Spatial planning policies

RECOMMENDATION

- Strategic development of trail destinations in iconic landscapes.
- Incorporate itineraries which encourage regional dispersal and off-the-beaten-track experiences.
- Land-use strategic planning, feasibility assessments and master planning.
- Develop a framework of prioritization for the development of facilities for bicycles.
- Cycle tourism is a form of slow tourism that allows tourists to experience a territory where the environmental dimensions of life are conserved.
- Promoting territories by linking the promotion to environmental characteristics.
- The quality of the landscapes, agriculture and sustainability are the competitive advantages of cycle tourism, these are the elements tourists are looking for and for which they are willing to pay premium price.

- Improving the quality of the landscape.
- Improving the agriculture.
- Include special informatics and geodesists to develop together destination spatial cycling models.
- Develop local routes for leisure and sport to join long distance cycling routes.
- Defining and planning the Catalan cycle tourism network of long-distance routes along paths and cycle ways.
- Connecting cycle tourism routes to rural roads and waterways.
- Include special informatics and geodesists to develop together destination spatial cycling models.
- As the number of cyclists increases, there will also be a growing demand for bicycle parking. To meet this requirement, parking is available at train and bus stations, city centres, workplaces and public authorities. In densely populated neighbourhoods, in particular, it may be necessary to provide sufficient space for cycle parking so that pedestrians are not obstructed.

1.4 Environment policies

RECOMMENDATION

However, the ever increasing requirement to mitigate climate change, currently is being ranked as the major challenge for the tourism sector and has to be factored in a measurable way across all facets of tourism development. There is a clearly need to develop new low impact, low-carbon products for sustainable tourism in Europe in order to encourage existing and new markets to switch from resource intensive and polluting forms of tourism. The environment also benefits the creation of a network of green roads and sustainable products. The development of cycle tourism has been inspired by principles of environmental sustainability and environmental friendliness.

Nature protected areas (NATURA 2000, Coastal zones, etc.) could contribute to the development of sustainable tourism along the route. It will be important to ensure that the environmental impact of route development in areas protected or of particular scientific interest is assessed. Integration of NATURA areas into bicycle

paths, selecting safe routes and marking. Promoting the natural environment as the region's main tourist resource through cycling routes. Possibility of protecting biodiversity and promoting sustainable forms of development.

Regarding CO2 emissions and climate change it is important to consider the impact of cycling tourism. In relation to environmental impact, cycling tourism offers enormous energy savings and reduced greenhouse gas emissions. In relative terms it results in a 50% to 80% reduction per day of travel, where the latter figure refers to the emissions caused by transport to the destinations. In terms of environmental impact, cycling tourism offers enormous energy savings and reduced greenhouse gas emissions. In relative terms it results in a 50% to 80% reduction per day of travel, with the last number referring to the emissions caused by the transport to the destinations. Accommodations will generally emit 30% less than the global average for travel by tourists from developing countries.

As cycle holidays generate above-average gross revenues, the eco-efficiency of cycle tourists (that is the average gross revenues per ton of CO2 emitted) is several times higher than for mainstream tourism and might even be better than the average for the economy as a whole. This means promoting cycle tourism with today's high share of public transport and distances close by will enhance the environment.

- Policies that develop recreational kiosks or other facilities with recycling bins will help cyclists clean roadways by providing waste disposal facilities in designated areas.
- Cycling routes should be designed preferably along paths and bicycle ways separated from motorized traffic and, exceptionally, shared with low speed and traffic roads. Using existing paths and only work on new infrastructure where it is necessary.
- A good example for connecting the environment with tourism is Green Scheme of Slovenian tourism.
- Aligning nature preservation policies with the new cycling reality.

1.5 Culture, social, health, education policies

RECOMMENDATION

Culture

- Behavioural change: Create a positive and collaborative culture for cycling.
- Strengthen the perception and awareness of the region as a cycling destination.
- Develop a community participation strategy or policy to promote and support the participation.
- Improving the quality of local culture to raise the competitive advantage of cycle tourism.
- Cultural richness and local governmental control might be essential for developing cycle tourism initiatives. The presence of heritage and cultural sites that are strongly linked with the local community.
- Promoting awareness campaigns aimed at both drivers and cyclists.
- Developing healthy routes of proximity to encourage active mobility.
- Informing and raising awareness among local authorities, sector agents and the population on the ex-

isting and foreseen cycling routes in its territory, and the social and economic benefits that they involve.

- Creation of cycling routes in combination with important archaeological monuments, historical and cultural sites (signage and information, bicycle charging points next to these sites).
- Incorporating into the institutional framework of municipalities the development of cycling routes within their cultural zones.
- Combining cultural events with the use of bicycles.

Social

- There are many studies that address the impact of tourism on local communities. There is also additional research to support the idea that cycling routes add to the quality of life of local communities.
- Cycle tourism promotes an experience of mutual learning, between cyclist and land, a sharing of values ingrained in the history and traditions, as well as a real possibility of protecting biodiversity and promoting sustainable forms of development.
- Optimal use of environmental and social resources.
- Respect for the socio-cultural authenticity of the host communities.
- Social economic benefits to all stakeholders.

Health

- Cycling provides an extra opportunity for physical recreation and better health, relaxation and opportunities for groups of friends and relatives to enjoy the countryside near their settlements.
- Cycling could be used as a viable mental health intervention with links to mental health and wellbeing. Establishment of innovative programmes utilising cycling as part of a therapeutic programme for people currently experiencing mental ill health.
- It improves and promotes wellness.
- It improves work productivities.
- Create an awareness campaign on the benefits of cycling tourism to the health of tourists.
- Planning routes to include hospitals or health centres for specific groups of cyclists.

Education

- Develop sensitization campaigns for both car drivers and cyclists, especially at school.
- Support the training and accreditation programs for leadership and cycling guide of the community by bicycle.
- Identify a person responsible for sustainable mobility in schools.
- Raising awareness in the school community about the use of the bicycle as a practical, healthy and sustainable mode of transport.
- Training courses on bicycles by introducing tests in closed spaces and on real circuits on public roads adapted to the new paradigms of mobility.
- Companies action plan to promote bicycles.
- Inclusion in undergraduate and postgraduate programs in cycling tourism.
- Adopt an annual cycling excursion to elementary schools and junior high schools.
- Organization of summer schools for bicycle tourists or inclusion of tourist bicycle packages in them.

1.6 Regulatory framework on a national level

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

- 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.
- 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.
- 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.

- 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.
- Well running inter-ministerial working group for inter-sectoral challenges.
- Discharging land owner's personal liability.
- Create a regional commission to coordinate infrastructure and cycling security.
- Develop an infrastructure plan to develop a cycling interurban and metropolitan cycling net.
- Improve a cycling tourism task force to develop a connecting cycle tourism net.
- Create an adequate team to manage and maintain cycling tourism tracks in each region.

Regulatory framework on a regional and local level must include:

- Infrastructure
- Means of transport and freedom of boarding by bicycle
- Bike friendly accommodations
- Positive synergies
- Additional services and guided tours
- Special tourist cycling events
- Cycling marketing rules

1.7 Sustainable and responsible cycling tourism

1.7.1 Charter for sustainable and responsible tourism in the MED area

Expectations:

A shift to sustainable tourism is not only the path required to preserve our region's natural and cultural assets and local communities' quality of life. Improving the legislative framework for implementing actions and policies to enhance bicycle use:

- Strengthening local economies.
- Business support and maintaining or creating new jobs, from the direct costs of cycling tourists, especially in rural areas that are not easily attracted and not touristy.
- Providing safe and attractive cycling routes with cultural, environmental, natural interest etc.
- Improving the quality of life.
- Improving physical and mental health and reducing costs for medical care.
- Reducing the carbon footprint.

Steps:

A Sustainable Tourism charter must be as horizontal and integrated as possible in order to achieve economic development for residents without putting at risk again their wellbeing and the tangible and intangible elements of their environment, whether natural or cultural. This should be done following the 5 different steps:

- **STEP 1:** Setting up a leading and collaborating structure;
- **STEP 2:** Carrying out an assessment in the destinations to evaluate the status quo of the destination as far as sustainability is concerned;
- **STEP 3:** Developing a shared vision with related budget and timeframe;
- **STEP 4:** Formulation, consultation and approval of the Sustainable Tourism Development Strategic Plan;
- **STEP 5:** Monitoring and evaluation.

Bicycle brings many benefits, both individual and direct to the users, as well as collectives for society as a whole. The bicycle is practical, it improves the health of its users and the environment of our cities. It is an economic engine as the development of cycling is an opportunity to achieve local economic growth with an international projection. Cycling as a mindful activity to foster nature conservation and sustainability. Bicycle is very environmentally positive and is not noisy.

1.7.2 Monitoring and management of cyclist's flow

Destination management organizations should work hand in hand, combining proven monitoring systems with technologies and new indicators such as the carbon footprints, the carrying capacity of tourism coastal destinations, cultural tourism and cruise tourism, culinary experiences, climate change, water consumption and marine eco-systems, to list a few critical issues. A monitoring and management system can be deployed specifically to monitor and detect cyclists.

This can be used for safety, signalling and monitoring:

- Safety at junctions – Drivers can be alerted to the presence of cyclists alongside their vehicle via an active sign.
- Improved signalling – At some junctions controlled by traffic signals, cyclists are on a separate signalling phase to accurately detect cyclists.
- Flow counting to gather flow data for cyclists extremely cost-effectively.

Communicating results from monitoring methods that have already been used:

- Surveys to know the users' profile.
- Counters to know the frequency of use.

Possible actions taken after evaluating monitoring results:

- To improve signalisation according the lacks or expectations identified by cycle tourists and other

users of the greenways.
- To increase the number of counters or, at least, to move them to other locations in order to know the real use of the cycle routes, by both pedestrians and cyclists.
- To add or to enhance resting places linked to cycle routes so as to meet the needs of users.
- To diversify and intensify the ways to communicate and advertise our cycle tourist routes in order to increase the number of users.

1.7.3 Integration of off-road cycling networks in coast-line and hinterland

- Improving the management of cycling through the protection, enhancement of habitats or broader ecosystems.
- Diminishing potential pressures on the environment by detecting them using online cycling traces.
- Lists of important natural areas along the route and potential conflicts and potential projects for improving cycling experience in those areas.
- Basically, only signposting in an integrated way according to the territory or natural interest area and making the least new possible infrastructure is envisaged.
- Controlling information that rotates in public and thus maintain higher quality of information and guidance.
- The criteria of the European Sustainable Tourism Chart to develop routes in protected areas.
- Cycle tourism can be a real benefit for less attractive destinations where visitors would otherwise by-pass. In this respect, cycle tourism is linked to slow travel (with emphasis on slow food, heritage and culture) and the synergies between the two should be explored to make market inroads.
- Spending of cycle tourists is more focused on the area through which the route passes and, depending on the nature of the local supply chains, will circulate to the local economies for a longer period before the leak.

1.8 Regulatory framework on a national level

Digitisation has also arrived in the bicycle industry. While only a few years ago the bicycle industry focused mainly on mechanical and analogue products, the products are now becoming increasingly electric and digital. The development of the electric bike adds energy (rechargeable battery) and intelligence (sensors, control units, CAN bus) and opens up new technical possibilities. As a result, bike mobility is becoming electrified (drive system), automated (gear shifting system, chassis, ABS) and connected (navigation, smartphone apps, online portals).

The policy and regulatory frameworks we have available today are not effective and are not in line with the progress of technology to a very high degree. Obviously, new technologies have seriously influenced many regulatory frameworks and policies, but there is still room for improvement. Technological developments are rapid and their rates are huge while regulatory frameworks are much slower mainly due to political decisions.

The implementation of the EU General Data Protection Regulation (GDPR) and the change in data privacy regulation has brought about major changes in the operation of businesses and organizations. Legislation and institutions for the protection of personal data have existed for decades. However, technological developments are "moving" at the speed of light, their applications are constantly multiplying, and, more importantly, their spread and penetration into human daily life is so great. The new mandatory protection regulation comes to cover the gap created and to fill in the deficiencies of legislation and, above all, to complete protection. For the protection of rights and the effective enforcement of obligations, know-how and implementation tools are required. In other words, serious and sustained support for the implementation of the new institutions is needed.

The Internet of Things (IoT) is an emerging paradigm that enables the communication between electronic devices and sensors through the internet in order to facilitate our lives. IoT use smart devices and

internet to provide innovative solutions to various challenges and issues related to various business, governmental and public/private industries across the world. IoT is progressively becoming an

important aspect of our life that can be sensed everywhere around us. In whole, IoT is an innovation that puts together extensive variety of smart systems, frameworks and intelligent devices and sensors.

New technologies can play an important role in modernizing policies and administration. Particularly they can ensure savings, reduce unemployment, stimulate the economy, eliminate discrimination.

List of possible actions:

- Improving policies with the implementation of technology (counters and having "big data").
- Digital support for a sustainable bike culture knowing that cyclists are digital "gadget lovers" and they like to share the information.
- Digital applications and platforms can be helpful tools for riders and developers to build strong communities.
- Creating a route site with the information of all the local and long-distance routes.
- Developing surveys and collecting data from sensitive users at local and regional level.
- Writing a capacity plan of cyclist in the tracks using mobile app.
- Developing new web-app tools with all cycle tourist routes.

1.9 Regional development policies (regional / rural development)

1.9.1 Regional action plans, needed for the development of the Transnational Action Plan

Action plan will serve as a basis for improving the route in the long term (regional cycling network). Improvement is considered necessary with regards to promotional tools and the design of new infrastructure. Cycling infrastructure can be improved by creating

coherence between existing routes, by upgrading the infrastructure to a higher level and by substantially expanding the infrastructure. Improvements should be a starting point in a bicycle traffic infrastructure plan or integrated into a bicycle infrastructure action plan, which will include various aspects of cycling promotion.

A national cycling infrastructure project needs to be developed to improve the cycling network and make it attractive and easy to use by domestic and tourist cyclists. Additionally, it must be ensured that all guidelines and planning strategies that support cycling promotion as a stated objective are addressed at the levels of national programs and framework decisions, such as Regional Planning Guidelines, Development Plans and Local Area Plans.

Furthermore, cycle-networks need to be developed as part of wider cycling-friendly local traffic plans in all inter-urban areas. Cycle-networks in rural areas need to be developed to meet European and national standards for the development of circular tourism in the country. Signs must include traffic signs, warning signs and informational panels (kiosks) for routes.

Regarding the action plan carried out in the frame of the Medcycletour project, this is the summary of infrastructural actions in the case of Catalonia: Preparation of construction works, construction of cycle path or lane or carriageway mainly for bicycles, construction of cycling bridge or tunnel, surface improvement of cycling path or lane, crossing treatment and reconstruction, complete signposting. In the short term, the signalisation of the route is being defined to be implemented. In addition, new signalisation projects are being planned in other areas in order to continue to develop the route between 2020 and 2025.

1.9.2 Revision of the current situation in regions with regional conditions for transnational cooperation

Transnational cooperation aims to promote better cooperation and regional development within the Union by a joint approach to tackle common issues. The basic regional political issues include a wide range related to: innovation, environmental sustainability, accessibility,

telecommunications, urban development, democracy and human resources, gender equality. This allows meaningful work between regions from several EU member states on matters such as cycling corridors, cycling tourism management, international business and research linkages, and the development of more viable and sustainable markets.

Different revisions (documents) of the current state of cycling in Slovenian regions have been recently prepared to address regional cycling issues in order to improve their competitive position in transnational cooperation, plus SLO-ITA cross-border board is being established. In Catalan case, create the Bicycle Technical Commission, placed under the Bicycle Board and integrated by DTES, the Catalan Traffic Service and representatives of the main local authorities of Catalonia and entities of the bicycle sector. The aim of this commission is to coordinate and decide on regulatory and technical aspects related to the bicycle.

Some general topics or actions:

- Experiences
- Signage
- Governance (cross-border bodies)
- Bicycle Board, upper governance organisation with land representation at all levels.
- Promote a working group on cycle tourism among different administrations and institutions to roll out a connected cycle tourist network.
- Each public board should have a bike technical coordinator.
- Technical support to municipalities to design, to implement and to promote the bicycle.
- Create a bike cluster to cooperate, for competitiveness and promoting campaigns and innovation.

1.9.3 Regional planning tools

1.9.3.1 Policy instruments

Interventions on 3 levels of different scale:

- At the level of urban and traffic planning
- Planning and traffic planning to implement it requires the hierarchy of the road network. The primary objective of the hierarchy is to create and secure soft traffic zones, protected by through-flows.
- At the level of the main road network
- In the main road network, the separation between bicycles and cars is generally attempted. It is achieved by the construction of dedicated bicycle lanes or corridors.
- At the level of bicycle crossing points
- At the points of change of medium the main object is the creation of parking and storage of bicycles. This will serve those who travel by bike on a part of their route that is medium or long distance.

Additional:

- Mechanisms for measuring system performance and indicators.
- Shared leadership between the public and private sectors.
- Improve the tourist management of the territory and its development.

1.9.3.2 Implementation tools

- Establishing tourist regions and their governance model can bring also regional management of cycling (routes).
- Territorial sectoral planning of tourism.
- Alignment of the different public administrations in the planning.
- Specific Spatial Framework for Cycling Tourism at National Level.

1.9.3.3 Sector-specific instruments

Some other sectors and instruments on a regional level:

- Public infrastructures, environment and sustainability
- Green infrastructure
- Private sector
- Ecosystem-based management
- Digital Route Capture Tool

1.10 Governance and coordination on a regional and national level

1.10.1 Existing governance and coordination

The existing governance model in each region can now be improved based on the MED project experience. Regions need to set up macro-thematic and multi-sectoral European and Mediterranean strategies consider-

ing all relevant actors and not only the destinations, so that they can fully improve and manage the economic, social and environmental impacts of tourism. To do so, they need to work on governance, competitiveness, innovation, sustainability and inclusion. Sustainable tourism governance needs to evolve in parallel, within a framework capable of moving beyond the immediate policy sphere of tourism. As a complex system, tourism can be especially vulnerable to instability, volatility and external shocks, considerably exacerbating its complexity. In response, there is a need for an in-depth and context-specific understanding of tourism systems and their governance. Consideration also needs to be given to the specific power relations, trade-offs and compromises involved in tourism governance.

Where there isn't a unique governance model for cycle tourist routes and cycle paths yet. Regarding routes promoted by the regional government, there is the coexistence of two possible models: on one hand, the regional government may construct the route and afterwards may also manage it, which means to maintain signalisation as well as to promote the route; on the other hand, the regional government may construct the route and afterwards may transfer the ownership of both infrastructure and signs to local authorities so as to they are able to do a more efficient management of the route.

Besides, institutions as Greenways Consortium of Girona, have been created to plan, construct, maintain and promote cycle tourist routes in and specific area, particularly in this case in Girona. This is an exemplary model that should be interesting to extrapolate to the rest of the territory. In conclusion, the definition of an efficient and global governance model along Catalonia is a challenge and a very important goal that has to be assumed and improved taking into account previous experiences with its advantages and drawbacks.

1.10.2   LTMA: Activities to include in a Long-Term Management Agreement (LTMA)

Activities to include in a Long-Term Management Agreement (LTMA), aiming to ensure that the partnership keeps working together are:

- Develop (and/or up-date) and implement a trans-national cycling plan
- Create strong "cycling working groups" and appoint a Trans National Cycling Officer
- Set up a Trans National Knowledge Centre / "Bike Academy" for training of professionals and skill enhancement
- Improve regulatory framework for cycling
- Integrate regulations to promote cycling and to increase cycling safety into national highway codes
- Provide cycling friendly traffic conditions by introducing speed limits
- Improve and harmonise vehicle and equipment specifications
- Provide appropriate cycling infrastructure
- Inco-operate cycling in all infrastructure planning
- Promote cycling tourism
- Use smart data to improve cycling conditions

1.11   Policy alignment

The role of supra national level for Cross border cycling (impacts). Alignment proposals for neighbouring countries.

The role of supra national level for Cross border cycling is very critical because it ensures the effectiveness of cooperation. Neighbouring countries align their policies with the trans nation network strategy and thus create a network that promotes cycling acceptable to all. Throughout this process, new frontier identities are formed with a degree of permeability where the state's security policies act as the basic issue in the international relations. At the edge of supra national and national border, actors use networks, which are connected to both local and regional levels, in order to build up cross-border cooperation in different aspects. Cycling networks can be found at national, regional and local levels but there are often missing links because of a lack of coordination between the different levels. Consequently, strategic planning is needed in order to inter-connect the different levels of networks. This role play supra national level for Cross border cycling.

2.

List of proposed policy actions and operational actions for achieving high quality cycling route (destinations) (Capitalization plan)

2.1   Infrastructure

2.1.1   Operational plan of investments in case of linear infrastructure and infrastructure on the spot. Every relevant infrastructure project should take cycling into consideration as much as possible.

Cycling infrastructure is constructed, managed, promoted and maintained at different administrational levels following a kind of pyramid which includes: Local, Regional, National, European, Trans – national.

There is a limited number of European cycling routes (e.g. EuroVelo) which form a backbone to European cycle infrastructure and can act as a "flagship" development in countries with limited cycle infrastructure. Additionally, in many countries there is no clear definition of standards for cycling infrastructure, which can result

in cycling infrastructure being allocated to "leftover space". This will not reflect cyclists ´ needs and does not guarantee a consistent, coherent or attractive network. The aim therefore is to provide a network that

follows consistent structure that interlink with each other. Each level of the pyramid serves a different purpose and thus has to follow a different logic and supply a different need. Transnational cycling routes should be planned with wider connections in mind. National routes should form the backbone of the network, while

regional and local routes should ideally form arteries for local communities going about their daily lives. Obviously, these purposes overlap and certain sections of the route serve multiple needs.

The development of a common methodology for a consistent cycle route network can help to define necessities and serve as a guideline for national, regional and local authorities. Each level of cycling infrastructure needs to be further managed, promoted, monitored and maintained. The result will be greater safety, convenience and orientation for cyclists and thus lead to higher satisfaction for existing cyclists as well as acting as an encouragement for new groups of people to use the bike.

Provide appropriate cycling infrastructure:
- Define and produce a methodology and monitor the implementation of a trans-European cycling network.
- Create and maintain transnational, national, regional and local cycling route networks.
- Set national standards for cycling infrastructure.

Linear:
- Bicycle paths in urban areas / interurban areas
- Cycle / pedestrian route
- Route with mixed car / cycle use
- Cycling paths in natural environments (trails)
- Long distance cycle tourist routes

On the spot:
- Parking lots, safe bike parking in public transport stations

- Bike sharing or renting, especially in public transport stations
- Rest areas (restaurants, etc.)
- Service areas
- Multimodal areas
- Education and entertainment areas

2.1.2 Intermodality

The aim is to grow the intermodal offer along the route, therefore cycling should be properly integrated in the multi-modal transport system, using intelligent Transport Systems, implementing bike-public transport integration. By improving the intermodality we are also improving the modal share of cycling.

Intermodality is the smart future of urban mobility. Cities are under increasing pressure to offer public mobility options that combine several means of transport to reduce the use of private cars. Global transport accounts for almost one-quarter of energy-related carbon dioxide emissions, and the proportion is rising. In Europe, while "emissions have decreased substantially over the past decades, air pollutant concentrations are still too high", according to the European Environment Agency.

The cross border network must include in its policies:
- Promoting wider use of bicycles in each national traffic flow.
- Redesigning their traffic flows and reinforcing cycle lanes.
- Bikes cannot be regarded as an isolated solution and need to be integrated into an intermodal transport network.
- The seamless use of different transport modes in a single journey.
- Create a smart tool which will put together transport networks and organisations and it actively will promote intermodality between regional and urban transport, going beyond the single city dimension.
- Bicycle routes must be connected and accessible to the public transport network.

Increase bike park places in the public areas:
- Increase secure bike park places.
- Take into account the European good practices.
- To implement public or shared bicycle solutions in the main public transport nodes, and especially for connecting industrial sites.

2.1.3   Signing: Impact of ECF standards on lower cycling network levels (through the project, integration)

The network is managed by the European Cyclists' Federation (ECF) which is working to ensure that all routes offer high standards of design, signage and promotion throughout Europe.

- Uniform different traffic and danger signs along the whole route.
- Coherent signalization all over the land: Sign the cycle routes with the same criteria all over the land means standardising signing policies on a national level. Applying manuals for orientation signs on cycle routes and cycle paths.
- Implication of experiences of signing the route within the project also in other regions and sharing good practices among partners.
- Possible differentiations for urban and non-urban areas.
- Informative signs (local level).
- Develop a platform to plan the routes, which will include all the local and long-distance routes.

2.1.4 Synchronization (numbering, design) of different cycling network levels. Connecting long-distance route with other cycling areas along its way.

RECOMMENDATION

- Cycling expertise is scattered at different levels and institutions. Therefore, it is necessary to bring together all relevant experts and stakeholders from the different levels and policy areas and jointly work on the promotion of cycling. Regular meetings support the exchange of ideas, discussion of challenges, etc. Effective expert working groups (various stakeholders of the transport, health, environmental, economic et al. sectors) create a better understanding of the different needs and requirements and join forces.
- Determine a responsible organisation which takes over the lead management and coordination for the cycling network.
- Identify relevant stakeholders on different levels and their willingness and commitment to participate in an overall "cycling network" (working group) ●

SITUATION

- In some destinations along the way the synchronization of different cycling network levels is poor but here is ample room for improvement. Transnational cooperation will stimulate all levels of synchronization and will connect long-distance route with other cycling areas along its way.
- Using the project as a boost to establish regional and local networks around it and further develop regional cycling systems of routes leaning on MED long-distance route. An example could be network and platforms www.bike-alpeadria.com and www.bike-alpeadria.eu ●

2.1.5 Improving road safety and proper driving culture, education (where cycling destination really begins, behavioural change)

RECOMMENDATION

Policies that maintain long-distance cycle routes, ought to feature a greater degree of safety, comfort and attraction for cyclists can comply to the major criterion of road safety, which precludes their being

routed along roads with heavy traffic and lack of special cycling facilities.

Policies have to provide routes to:

- be made family-friendly, so that children can also ride them easily and safely;
- be wide enough to allow cyclists to ride alongside and overtake one another; to ride in both directions with no danger;
- be able to go through along their whole length;
- be based, as far as possible, in attractive parts of the

SITUATION

The EuroVelo 8 route has been defined in the Region of Western Greece for the first time. The existing road infrastructure is along the entire route. The road is public; is made of asphalt and generally is in a good condition, providing for a pretty good (or even perfectly) rideable surface. The existing route infrastructure consists of public roads of sufficient width.

The bulk of the surveyed route is characterized by moderate traffic of average speed limits. Signing is found to meet national standards, but there is no EuroVelo signing currently available.

EuroVelo signing is definitely an area where improvement actions are required. High traffic volumes, especially during summer period, should be addressed. Road surface defects, signing issues and dangerous crossings are considered quite limited and are not actually critical.

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area and lead cyclists to sights that are of interest to tourists;
- ensure the best possible connections to public transport systems that allow cycles to be carried.

This means, in particular, that there should be improved options for bicycle carriage on buses in rural areas.

- Additional signing on roads.
- Discussing stricter policies regarding wearing safety equipment in traffic.
- Create an inter-administrative technical commission for cycling infrastructure and safety.
- Annual report monitoring cyclists' accidents and make recommendations for improvement.
- Spacious, attractive, well-demarcated, well-lit infrastructures with the capacity to meet potential demand growths.
- Zero urban accidents designing secure infrastructure for the bicycle.
- Behaviour awareness campaigns for vehicles drivers and cyclists.
- The school is the initial platform for promoting bicycles and training in road safety ●

2.1.6 Promote active mobility among populations (How to raise the cycling culture?)

The development of bicycle tourism can increase the popularity of cultural heritage site visits and generate significant revenue through entrance fees and souvenir sales, but it can also have detrimental consequences, especially if a significant number of visitors arrive by private car. In order to preserve our heritage, it is important to find effective ways to change the visitors' travel behaviour.

Policies that promote the use of bicycles for cultural heritage sites visits are a great way to reduce the impact of leisure travel. When more tourists travel by bicycle, they solve parking problems, dramatically reduce pollution and improve the settings of cultural and archaeological sites.

In the bulk of the route there is a moderate amount of traffic. It should be mentioned that this estimation is based on the peak traffic amount during the touristic period in summer. During the rest of the year, traffic expected is much less ●

It is important, in each region of each country, to have a mechanism in place that allows local communities to consider how they can develop the tourism potential of the route, in terms of the economic benefits that are likely to have against impacts such as noise, day trips etc.

- Focus on cyclists in traffic, natural environment, shared spaces in urban areas or on trails in nature.
- Implement public or shared bicycle solutions at the main public transport nodes.
- Include bike logo in the public transport maps.
- Promote the creation of bicycle tourism packages for specific groups: schools, OAP's, families, people with special needs or disabilities, etc.

2.2 Services

2.2.1 Benefits for local tourism providers from establishing transnational product

Secure parking and service facilities contribute to make cycling more comfortable and relieve people's reluctance to cycle and tour. In addition, uniform directional signage for cyclists is required. This reflects the local authorities' low level of concern that the lack of parking and other cycling-friendly service facilities can be a major obstacle for cyclists.

The purpose of directional signage for cyclists is to enable them to find their way to their destination and to ascertain their current location. In addition, it acts as an advertisement for cycling. Counties and Regions have to expand cycling signage in future years.

Pilot actions can make Counties and Regions an example of good practice, addressing the issue as a coordinating authority and defining standards, have had a positive impact.

Benefits that originate from transnational route and can be used in order to advocate for further development of tourism policies in each region:

- New, wanted tourist persona;
- New segments of cyclists stimulating new levels of service;
- Decreasing high seasonality;
- Etc.

2.2.2 Inclusion, collaboration, professionalization of tourism providers (as transnational solution) to improve services. How to help to increase selling the product from agencies?

RECOMMENDATION

· Policies should be developed to encourage domestic travel agencies.
· Offering cycling in collaboration with domestic hotels or other room rental companies.
· Promotion (fairs, networking, promo rides, etc.)
· Sales through agencies.
· Integration of cycling offer to the overall tourism offer on all levels.
· Improve national tourism policies and standards for cycling providers.
· Collaboration is the key to improve the quality of cycling destination or product.
· Speed up the professionalization of tourism providers using the knowledge and results from the project ●

SITUATION

GREECE: ITS coordinating main long distance transport operators (ships, airplanes, railway operators, bus companies, etc) linking main hub sites by network of transport operators and connecting them with the regional "last mile" networks. Whole PP will jointly develop and implement the platform. APP for end-user-oriented services for routes planning and adaptive routes reconfiguration based on real time updates linked with National Info Agencies; Tool kit for model of informational governance and operative skills; New job opportunities through the Job training and International Master; A set of services enabling decision-support processes. The creation of an integrated platform of travel planning between Greece and Italy is related with the aims and the targets of EA SEA WAY project and its future pilot platform. The GIFT platform, with its connection with the stakeholders from freight transportation and touristic sector, will give the valuable added value to the combined transportations and the touristic sector and will be a useful tool for the stakeholders and the public. The integrated root of GIFT 2.0 platform is able to combine with EA SEA WAY platform and create a wide integrated multinational path ●

2.2.3 Innovative companies and new products looking to showcase the latest technologies and advances in these areas (including e-bikes)

· A shaft-drive alternative to chains and belts.
· More magnetic pedal: they cleverly use a series of magnets to keep the rider's feet on the pedals.
· Folding down bicycles' frames: Although there are now all sorts of ways of folding down bicycles'

frames, the darn wheels still present a problem.
· Foot pumps: Small enough to be carried on the frame, it gets placed on the ground and attached to the tire's Presta or Schrader valve stem via an included hose, after which the rider; well, they stomp on it.
· A stow-and-go trailer: Bike trailers are great for towing cargo to and fro, but they simply bang around.
· AeroPod: VeloComp's new bar-mounted AeroPod, however, is claimed to give them the figure they seek.
· ReTyre system: It consists of a slick commuter tire that stays on the rim full-time, along with different types of treaded rubber casings (known as skins) that can be mounted over top of that tire utilizing integrated zippers along both sidewalls.
· Mystic Devices' Hydra 3 Bike Light: The headlight contains three separate 600-lumen LED bulbs.
· TyreWiz: Quarq's TyreWiz initially gets threaded onto a tire's Presta valve stem, after which an integrated sensor constantly measures the tire's air pressure up. Readings are subsequently transmitted by either ANT+ or Bluetooth Low Energy to a cycling computer or an iOS/Android app on a paired smartphone. Users will receive alerts.
· Convercycle e-bike: it transforms between regular and cargo configurations.

2.3 Promotion

2.3.1 Improving (transnational) promotion (design, communication, brand look and feel). Integration in national / regional offer. List points of difference and main features for your PP area.

Using the transnational, bigger picture to position the destination along the route on a global market. On the other hand, each destination can contribute to the brand look and feel with its' local and regional specialities.

Cycling and cycling routes, as an action, need a better way of advertising and promotion across Europe. For example, the implementation of guidelines for

countries with less developed cycle tourism strategies and the addendum of cycling information for tourism, are two key priorities. Benefits of decreasing CO2 and health benefits by cycling can motivate citizens and will bring about as an increase in the number of cyclists.

Actions like Promotional Brochures, Social Media Publications and Campaigns, Promotion Events, Organisation of study tours, Design and distribution of a sustainable and responsible culture tourism map within the MED area, Organization of knowledge transfer seminars for professionals, participation/contribution at national and international events and Organization of workshops by decision, gives a good boost to the regional development of the cycle tourism.

2.3.2 Information sharing (comparison, standardization as transnational solution) in order to achieve quality and valid information. Destinations and long-distance routes online platforms with developing inbound / content marketing ("subscribe to channel").

RECOMMENDATION

A national cycling infrastructure projects need to be developed to improve the cycling network and make it attractive and easy to use by domestic and tourist cyclists.

Additionally, it must be ensured that all guidelines and planning strategies that support cycling promotion as a stated objective are addressed at the levels of national programs and framework decisions, such as Regional Planning Guidelines, Development Plans and Local Area Plans.

Furthermore, cycle-networks need to be developed as part of wider cycling-friendly local traffic plans in all inter-urban areas.

Cycle-networks in rural areas need to be developed to meet European and national standards for the development of circular tourism in different countries. Signs must include traffic signs, warning signs and informational panels (kiosks) for routes.

Using same standards, reaching higher connectivity (links, plug-ins) and addressing the right cycling segment ●

SITUATION

GREECE: Western Greece has much of the physical infrastructure to create bicycle tourism, and serves as an example that physical infrastructure can be sufficient to attract users. The physical infrastructure itself can only produce limited results.

If the Government wishes to take full advantage of the growing potential offered by tourist cyclists, it should make a concentrated effort to improve infrastructure, services and promotion.

There are several aspects of bicycle tourism that need further research, including bicycle tourists' preferences between trails and paved shoulders.

In general:

· Different layouts of websites
· Different systems of providing solid information on the product and route
· Different cycling segments ●

3.

Identification of capitalization tools and methods for each region (country)●

3.1 Analysis

3.1.1 Online questionnaire survey (among users)

Define what kind of information would we like to get from the cyclist's perspective and formulating a basic questionnaire that can be used online.

· How often do they visit your region?
· How did they found out and why did they decide?
· Their satisfaction rate about the information, infrastructure, etc.?
· How was their experience?
· What are they missing?
· Defining different types of cyclists (personas)

3.1.2 SWOT analyses (based on regional development strategies; Policy instruments as a linkage between policy formulation and its implementation)

Formulation and implementation of policy instruments that build on regional strengths and exploit local opportunities

1. Define regional strengths and local opportunities.
2. Define tools (standards, regulation, incentives) to achieve objectives.

Focusing on attributes of your region / organisation like diversity, strategic location, local cycling community. You can connect it with the chapter 2 and lean on existing regional development documents.

Formulation and implementation of policy instruments that aim by overcoming regional weaknesses by better exploiting regional opportunities

1. Define regional weaknesses and regional opportunities.
2. Define tools (standards, regulation, incentives) to overcome problems and achieve objectives.

Example: How to overcome regional lack of coordination by using a new incentive from the MED project? You can connect it with the chapter 2 and lean on existing regional development documents.

Formulation and implementation of policy instruments that utilise regional strengths in order to avert threats for future regional developments

1. Try to define regional strengths and threats for future regional developments.
2. Try to define tools (standards, regulation, incentives) to overcome problems and achieve objectives.

Focusing on the opportunities coming from the environment like cycling trends to avoid threats for some other regional developments. You can connect it with the chapter 2 and lean on existing regional development documents.

Formulation and implementation of policy instruments that aim at mitigating regional weaknesses and eliminating threats

1. Try to define regional weaknesses and threats for future regional development.
2. Try to define tools (standards, regulation, incentives) to overcome problems and achieve objectives.

Connect it with the chapter 2 and lean on existing regional development documents in order to decrease internal weaknesses and external threats.

3.1.3 Defining levels of usage (daily mobility, free time, tourism) as base for cost-benefit analysis. You can define benefits in field of: Health, economy (tourism), mobility, environment, climate changes, life quality.

Measuring the percentage of each use in order to explain "The why" to decision makers regarding their investments and all potential benefits.

In case of daily mobility investments in public service could be:

- Adjusted vehicles or platforms for transgression
- Integrated information system
- Security services (bicycle shed)
- Bicycle rental and bicycle rental network
- Smart card system
- Neat stops and additional services

Daily mobility

In case of daily mobility we are focusing on locals commuting to work and other business, visiting friends. In many cases it is still not really implemented in the culture. It is a cultural challenge where infrastructural and technological advances and political regulation will not be enough. Benefits:

- Reduced risk for traffic accidents
- Reduced travel time
- Welfare
- Reduced External costs of road transport
- Reduced Parking costs
- Protection of environment

Free time

Focusing on locals using cycling as their free time, sport activity. In case of leisure activity locals often take also "illegal" routes. Benefits:

- Healthier live
- Save money
- Welfare

Tourism

Focusing on tourists visiting your region, dividing them into groups with primary and secondary cycling motive of visiting, and defining different cycling tourist personas. Benefits:

- Sustainable development
- Stimulating the local and national economy
- Reduced accidents - enhancing safety
- Lengthening the tourist season

3.2 Brochures accompanied with the communication plan and list of events

Brochures, Action Plan

- What to take from this template in user friendly brochures?
- What to take from the Action Plan in user friendly brochures?
- How to distribute them?
- Formats (printed, digital, ...)

Communication plan

Redefine:

- Objectives
- Tools / format / media channels
- Audience
- Timetable / frequency
- Budget

List of events

List all potential events where you can present your project (results, aims, ...).

- Public events (conferences, sport events)
- Predisposition of questionaires
- Informative evenings (part of destination's promo events)
- Workshops

Lists of contacts and Network of interest groups

Define how will it look like the near future communication with all contacts gathered through the project.

- Define type: Informative evenings, 1:1 (group) online meetings, newsletter, etc.
- Define frequency: Every quarter of the year, beginning and closing of the season, etc.
- Content: Short videos, working with influencers, etc.

Ideas for project's follow-up activities and Know how transfer

- Measuring the impact and further development of project ideas and its' communication
- Updating the information online
- Communication with stake holders
- Communication with users and the community via social media
- Know-how transfer within your region through informative meetings and webinars
- Follow up development projects like starting with the development of local routes
- Establishing mobility managers

3.3 How to help advocacy groups, improve inclusion of different sectors? Inter-ministerial groups

Building robust capacities within inter-ministerial groups is the foundation for effective and far-reaching advocacy. **An advocacy toolkit should be created which will include eight foundation areas for stronger advocacy:**

- Credibility
- Skills
- Intra-groups coordination and leadership
- Capacity to generate and communicate relevant evidence
- Ability to assess risks
- Capacity to work of different sectors
- Long-term partnerships that can form a broad base for advocacy
- Sufficient resources

Give them a voice on a regular basis in your communication. Include them in your future projects. Distribution of documents established within the project and improving them by involving more of advocacy groups and sectors.
The advocacy toolkit may include:

- Advocacy strategy plan
- Actions to influence and change policies
- Messaging strategy
- Information gathering of sectors
- Plan of action

3.4 List of best practices / case studies / project results / pilots actions to communicate (ECF)

- New direction confirmation signs and construction of cycle paths
- Surface improvements of cycling paths
- Reconstruction of bridges
- Feasibility studies
- New public transport connections on daily sections
- Promotional flyers of the new EV8 bike-shuttle service
- Construction of cycle and pedestrian paths
- Workshops and study tours
- Installing automatic counters and traffic calming
- Removal of barriers
- EuroVelo 8 website
- Pilot signalization and adding traffic island to improve safety
- Steering group for route development and signposting with EuroVelo logo
- Transnational route website and promotional brochures and flyers
- Inclusion of project activities in tourist packages
- Collaboration and networking with similar projects such as CI-NOVATEC
- A list of hotels "Bicycle friendly"
- Participation to "Trail Building" events

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