



# Sets of Policy Recommendations Region of Western Greece



EuroVelo 8 – Mediterranean Route

## MEDCYCLETOUR PROJECT



REGION  
OF WESTERN  
GREECE  
*full of contrast!*



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# 1 SET OF POLICIES TO BE INFLUENCED AND POTENTIAL POLICY ACTIONS

## 1.1 Economic / fiscal development policies on a national / regional level

### 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 ecofriendly 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. 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. Given the importance of Europe as a generating region and one where intra-regional tourism arrivals remain high, the potential of the market for such new products is considerable.

For rural communities hoping to capture revenues from bicycle tourism activity, knowing what type of cyclist serves a community or hopes to serve, focuses on improvement and marketing plans. Cycle tourism currently has a very significant advantage over other tourism activities, in contributing to climate change caused by the use of accommodation, transportation to the destination and local activities. Impacts on nature and landscape can be minimized and are likely to be less than for most other forms of tourism, as cycle infrastructure requires small-scale investments. Large-scale investments will probably prevent cyclists, given the importance they attach to rest, solitude, nature and the landscape.



The cycle tourism market is mainly domestic and primarily for independent travel. However, the range of cycle holidays available indicates 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.).



## 1.2 Traffic on a national / regional level

Creating the right conditions to develop the bike is considered a particularly crucial issue:

**A**

**Creation and safeguarding of mild traffic areas, protected from through flows.**

**B**

**Separation between bicycles and cars with the construction of dedicated bicycle lanes or corridors.**

**C**

**Creation of parking and storage of bicycles.**

### Policies:

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- Integration of settlements and poles of the Region of interest into bicycle network hubs
- Implementation of Greek branches and two national routes of the trans-European EUROVELO bicycle network,
- Create connection paths of the above network with points of interest of their range
- Strengthening shared bicycle systems in the urban area
- Awareness and public awareness campaigns whilst providing incentives to increase bicycle use
- Converting derelict railways to create long bike paths.
- Inclusion in the institutional framework of the obligation of local governments to digitally promote cycling routes (cycling & walking),
- Cycling events
- Inclusion of “recognizable training paths” of well-known athletes in bicycle tourism packages.
- Creating a “Bike Friendly” certification system for businesses,
- Development of an interactive online bicycle tourism tool
- Promotion of mountain trails (bike trails) - support for mountain biking,
- Creating bike - parks in ski resorts.
- Development of professional profile of “cyclist - guide”,
- Free transport of bicycles by intercity

### 1.3 Spatial planning on a national / regional level

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 centers, workplaces and public authorities. housing, especially in buildings where parking was so difficult to access (for instance in cellars). In densely populated neighborhoods, in particular, it may be necessary to provide sufficient space for cycle parking so that pedestrians are not obstructed. In some towns and cities, car parking spaces are used along the roadside for this purpose.

Based on the planning of the cycling network, seamless direct signage is recommended in Municipalities, Counties and Regions. This signage must be designed in accordance with principles which are largely uniform throughout Greece. It is true that some Counties and Regions have already set appropriate standards. However, there are still many different types and systems of signaling, especially at the local authority level. This doesn't mean that signage is not uniform. The fact that the contents of the signs are frequently not related to one another makes it difficult for cyclists to find their way. In addition, poor maintenance reduces their utility value for cyclists in practice.

## 1.4 Environment on a national / regional level

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.

Regarding CO<sub>2</sub> 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.

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 CO<sub>2</sub> 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. Other environmental policies might include:

- Creation of electric bicycle charging points with photovoltaic systems and recreational kiosks or other facilities with recycling energy capacities.
- 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





## 1.5 Culture, social, health, education on a national / regional level

The impact from cycle tourists, especially in the early stages of development, is likely to be minimal. The potential benefits that residents derive from quality of life are an important element. The lessons to be learned from other European countries are that 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.

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.

The health benefits of cycling are often discussed in an economic context, as they reduce costs for healthcare systems. Regular physical activity such as cycling has been associated with a number of positive health effects. There is a strong relationship between countries with high levels of cycling and hiking and low levels of obesity and vice versa.

Regular physical activity further reduces premature death (from heart disease), developing diabetes, high blood pressure, colon and breast cancer and depression.





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.

It is important that in each region of each country there is a mechanism, similar to that adopted in the development of local communities, to consider how they could develop tourism potential along the way in terms of the economic profits that have been made against potential impacts such as noise, increased day trips, etc.

Regional cycling tourism should be developed to encourage cyclists interested in staying in local accommodation and who want to try local foods and beverages so as to stimulate local supply chains. One form of cycle tourism can represent tourism features that focus on the relationship between biking and the discovery of a territory. Geared towards holiday forms that allow for low consumption of natural resources and a connection with the landscape, cycle tourism represents a concrete expression of sustainable tourism.

## Cultural

- Creation of cycling routes in combination with important archaeological monuments, historical and cultural sites
- Signage and information on archaeological and cultural sites
- Bicycle charging points next to archaeological sites and museums
- Safe parking for bicycles inside archaeological sites and museum parking lots
- Incorporating into the institutional framework of municipalities the development of cycling routes within their cultural zones
- Combining cultural events with the use of bicycles

## Health

- Create an awareness campaign on the benefits of cycling tourism to the health of tourists
- Planning routes to include hospitals or health centers for specific groups of cyclists
- Creation of special training centers for bicycles

## Education

- 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

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.

### Proposed policy actions could include:

- Improving road safety (road pavement reconstruction or maintenance, barriers installation, signing 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.

### 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).

Regulatory framework on a regional and local level must includes:

- Infrastructure
- Means of transport and freedom of boarding by bicycle
  - Bike friendly accommodations
  - Positive synergies
- Additional services (bicycle repair, purchase and bicycle hire, information points, areas rest)
  - Guided tours
  - Special tourist cycling events
  - Cycling Marketing Rules

## 1.7 Sustainable and responsible cycling tourism (nature protection)

### 1.7.1 Charter for sustainable and responsible tourism in the MED area

A commonly used definition of sustainable tourism highlights the required economic, social and environmental balance. The relevant indicators of sustainable tourism are listed as follows:

- Optimal use of environmental resources.
- Respect for the socio-cultural authenticity of the host communities.
- Social economic benefits to all stakeholders.
- Continues update of all the collaborative stakeholders.
- Continuous impact monitoring
- High levels of consumer satisfaction

#### 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 in Greek cities and countryside
- 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

### 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.





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

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. 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.





The spending level of cycle tourists is similar to that of other visitors. The difference is that the expenses are 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.

Finally, the development of routes requires relatively little investment compared to other tourism sectors. Therefore, the case of tourism development in Europe is strong

## 1.8 Digitisation policies (of the future) on the EU and 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. Now gear shifts and suspension systems, for example, can also be controlled electronically on the bicycle. 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, which came into force recently, comes - albeit with some delay - 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. In particular they can ensure savings, reduce unemployment, stimulate the economy, eliminate discrimination.

### 1.9 Regional development policies (regional / rural development)

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 Greece. Signs must include traffic signs, warning signs and informational panels (kiosks) for routes.

## 1. Roads and paths

In terms of promoting cycling, it is necessary to further upgrade the cycling infrastructure. When constructing new cycling facilities and renovating or upgrading existing facilities or road infrastructure in general, it is vital that the proper configuration of cycling facilities and the application of the most current practices is crucial. Planning criteria or specific requirements for interurban road planning have not yet been adopted. In order to fill the existing gaps in the underdeveloped road network in the near future, alternative solutions to the construction of cycling facilities on regional, regional or local roads with low traffic levels are becoming increasingly important.

Safety and signing must be taken into account when planning infrastructures, as well as the interests of different types of bicycles (domestic, tourists, etc.), which must be weighed against the interests of other road users (drivers). Roads with different landscapes and views, low traffic and moderate speed can be part of a recommended cycle route.

## 2. Cycle parking, service facilities and directional signage for cyclists

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 centers, workplaces and public authorities. housing, especially in buildings where parking was so difficult to access (for instance in cellars). In densely populated neighborhoods, in particular, it may be necessary to provide sufficient space for cycle parking so that pedestrians are not obstructed. In some towns and cities, car parking spaces are used along the roadside for this purpose. In areas where cycles have been parked for an extended period of time, protected cycle parking should be provided wherever possible. As high value bicycles are becoming more and more popular, it is likely that more stringent requirements than theft prevention measures will be met and these requirements must be taken into account. When dealing with the issue of cycle theft, cycle parking is not only involved. Greater use of police and technical measures should also be made, and classification and / or security coding bicycles will increase the chances of recovery. Based on the planning of the cycling network, seamless direct signage is recommended in Municipalities, Counties and Regions. This signage must be designed in accordance with principles which are largely uniform throughout Greece. It is true that some Counties and Regions have already set appropriate standards. However, there are still many different types and systems of signaling, especially at the local authority level. This doesn't mean that signage is not uniform. The fact that the contents of the signs are frequently not related to one another makes it difficult for cyclists to find their way. In addition, poor maintenance reduces their utility value for cyclists in practice.

## 3. General issues

Ideally, the principles for infrastructure solutions should be set out in regional planning, for example road and route classification, signing etc. as well as local plans.

Bicycle infrastructure includes cycle signing, cyclists' information panels, sign posted cycle routes, bicycle parking facilities, and other natural measures to promote cycling. A bicycle infrastructure plan can be based on a survey of touristic cyclist issues and needs; have to be collected for the main cyclist touristic destinations and links between other transportation facilities. In addition, a plan could often include traffic safety objectives improving cyclists' traffic safety. Finally, the development of the bicycle network requires relatively little investment, since it exploits unused assets such as canal towpaths or old railways or public spaces on roads where traffic levels are generally low. Therefore, the case of tourism development in Europe is strong.

It will require co-financing with state funds (including financing of national projects) or EU funds. There is a strong willingness on the part of the EU to involve regional and local authorities in EU projects and local authorities may be interested in participating. External co-financing can serve as a lever for initiating bike infrastructure improvements.

A well-designed plan is essential to take advantage of the opportunities to implement touristic cycling infrastructure. Regional policy and strategy in the field of cycling tourism should be expressed with a high level of ambition for the design of cycling infrastructures.

In the case of bicycle tourism, however, there is a fine line between infrastructure and attraction. The presence of physical cycling infrastructure is not only present to serve cyclists; it is often the reason why cyclists are there in the first place. This has traditionally emphasized on physical infrastructure in the bicycle tourism industry, resulting in the belief that the construction of a cycling trail without infrastructure and promotion will attract cycling tourists.

Improving the infrastructure (paths, routes, kiosks, rest areas, e-bike charging areas) can be designed in conjunction to offer both residents and visitors the opportunity to enjoy the cycling experience in a sustainable manner.

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 Local Administration 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.

## 1.9.1 Regional planning tools (different levels, using indicators)

### 1.9.1.1 Policy instruments

Interventions on 3 levels of different scale:

(a) 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.

(b) 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.

(c) 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

### 1.9.1.2 Implementation tools

- Specific Spatial Framework for Cycling Tourism at National Level.
- Specific Spatial Framework for Cycling Tourism at Regional Level.

### 1.9.1.3 Sector-specific instruments

- Ecosystem-based management
  - Green infrastructure
  - Digital Route Capture Tool







## 1.10 Governance and coordination on a regional and national level

### 1.10.1 Existing governance and coordination (regional level, things to improve)

Regions need to set up macro-thematic and multi-sectoral European and Mediterranean strategies considering 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.

1.10.2 LTMA: Activities to include in a Long-Term Management Agreement (LTMA), aiming to ensure that the partnership keeps working together in the long-term to position EuroVelo 8 as a successful transnational long-distance cycle route. Transnational boards? Are there any other possibilities to join forces? Establishment of international partnerships for development of long-distance routes.

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

- 1) Develop (and/or up-date) and implement a trans national cycling plan
- 2) Create strong “cycling working groups” and appoint a Trans National Cycling Officer
- 3) Set up a Trans National Knowledge Centre / “Bike Academy” for training of professionals and skillenancement
- 4) Improve regulatory framework for cycling
- 5) Integrate regulations to promote cycling and to increase cycling safety into national highway codes

- 6) Provide cycling friendly traffic conditions by introducing speed limits
- 7) Improve and harmonise vehicle and equipment specifications
- 8) Provide appropriate cycling infrastructure
- 9) Incorporate cycling in all infrastructure planning
- 10) Incorporate cycling in all infrastructure planning
- 11) Promote cycling tourism
- 12) 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. Neighboring 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 supranational 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 (different levels, using indicators) in case of linear infrastructure (automatic bike counter, steering group for route development) and infrastructure on the spot.

Every relevant infrastructure project should take cycling into consideration as much as possible (also infrastructure on the spot).

How to help develop local routes / networks?

Cycling infrastructure is constructed, managed, promoted and maintained at different administrative 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:

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

#### 2.1.2 Intermodality (growing intermodal offer along the route, cycling should be properly integrated in the multi-modal transport system, intelligent Transport Systems, bike-public transport integration)

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 includes in its policies:

- 1) Promoting wider use of bicycles in each national traffic flow ,
- 2) Redesigning their traffic flows and reinforcing cycle lanes.
- 3) Bikes cannot be regarded as an isolated solution and need to be integrated into an intermodal transport network.
- 4) The seamless use of different transport modes in a single journey.
- 5) Create a smart tool which will put together transport networks and organisations and it actively will promotes intermodality between regional and urban transport, going beyond the single city dimension.

#### 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.

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

### Recommendation

a) 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/workshops 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.

B) Determine a responsible organisation which takes over the lead management and coordination for the cycling network.

C) Identify relevant stakeholders on different levels and their willingness and commitment to participate in an overall “cycling network” (working group).

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 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.

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

#### Recommendation

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.

It is important that in each region of each country there is a mechanism, similar to that adopted in the development of local communities, to consider how they could develop tourism potential along the way in terms of the economic profits that have been made against potential impacts such as noise, increased day trips, etc. Regional cycling tourism should be developed to encourage cyclists interested in staying in local accommodation and who want to try local foods and beverages so as to stimulate local supply chains. The impacts from cycle tourists, especially in the early stages of development are likely to be minimal. The existence of potential benefits to the local people in terms of quality of life is an important consideration. The lessons to be learned in other European countries are that bike rides offer an additional opportunity for natural recreation and health improvement, relaxation and opportunities for groups of friends and relatives who enjoy the countryside close to their settlements. One form of cycle tourism can represent tourism features that focus on the relationship between biking and the discovery of a territory.

Geared towards holiday forms that allow for low consumption of natural resources and a connection with the landscape, cycle tourism represents a concrete expression of sustainable tourism.

## 2.2 Services

### 2.2.1 Benefits for tourism providers (accommodation, food, bike service) from establishing transnational product (in local economy)

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.

As for parking and cycling facilities for bicycles, there is not much infrastructure in the area. 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 situation is more difficult in the mountainous areas and on the road network.

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. Regions have to expand cycling signage in future years.

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





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.



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

1. A shaft-drive alternative to chains and belts (by CeramicSpeed): bicycle drivetrain is centered around a cylindrical carbon fiber shaft that reaches from the single chainring in front to a flat 13-speed cassette on the rear wheel. Mounted on either end of that shaft are sets of very-low-friction ceramic bearings, which engage the teeth on the chainring and the cassette cogs. As the rider pedals, the bearings transfer torque from the chainring through the shaft and into the rear wheel, turning it. According to CeramicSpeed, it creates 49 percent less friction than the high-end Shimano Dura Ace chain-and-derailleur setup. The prototype is currently unable to shift between gears, although that could be remedied via a wireless servo that moves the rear bearing mechanism fore and aft relative to the cassette.

2. More magnetic pedal (by Magped): they cleverly use a series of magnets to keep the rider's feet on the pedals. The things are kind of big and heavy, though, which is where this year's magpeds come in. They utilize just a single neodymium magnet per pedal, which is drawn to an SPD-compatible steel plate attached to the underside of the rider's shoe. Each magnet provides about 15 kg (33 lb) of attractive force, and is mounted on a flexible rubber damper, allowing it to stay in contact with the steel plate as the foot moves around. When riders do want to get their feet off the pedals, it's simply a matter of twisting the foot to one side.
3. Folding down bicycles' frames (by Andrea Mocellin): Although there are now all sorts of ways of folding down bicycles' frames, the darn wheels still present a problem – they either have to be tiny, or they end up getting in the way when carrying the folded frame. German designer Andrea Mocellin, however, has a possible solution to that problem. His prototype Revolve is a full-size 26-inch spoked wheel that can be folded to a third its diameter and back again in an instant. And no, the tires aren't inflatable. He's currently looking for an industry partner to help commercialize the technology, which he believes could also be applied to other products that need to be transported in compact form – products such as wheelchairs or even wheeled drones.



4.     Foot pumps (by Stompump): 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. According to its creators, it can fill a 29-inch mountain bike tire or a fatbike tire three times faster than a hand pump. A version for high-pressure road bike tires is in the works.
5.     A stow-and-go trailer (by Trenux): Bike trailers are great for towing cargo to and fro, but they simply bang around and get in the way once that cargo has been delivered. It was with this in mind that the Trenux trailer was invented. In a process that takes less than 10 seconds, it simply folds up and sits over the rear wheel when not in use. The current 11-lb (5-kg) prototype is capable of carrying a payload of up to 88 lb (40 kg). Its German designers say it'll haul the likes of two beverage crates, a suitcase or four boxes of flowers on its 24 by 16.5-in (62 by 42-cm) cargo area. The design includes a removable fabric basket.
6.     AeroPod (by VeloComp): VeloComp's new bar-mounted AeroPod, however, is claimed to give them the figure they seek – their coefficient of drag times frontal surface area, or CdA. While the exact process by which the device works is pretty complex to go into here, it basically involves measuring forces opposing the cyclist (acceleration, hill slope, friction) and comparing those values to the rider's applied force, which is obtained from a third-party direct force power meter. The resulting Cda figure is displayed either on a compatible cycling computer, or on the company's PowerHouse Bike smartphone app.
7.     reTyre system (by Ben Coxworth/New Atlas): 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. The company currently offers two types of off-road skins, plus a studded model for winter riding.
8.     Mystic Devices' Hydra 3 Bike Light (by Mystic Devices): The headlight contains three separate 600-lumen LED bulbs – a central one that points straight ahead, and ones on either side that point trail-left and trail-right. While the central LED stays constantly lit, the outer two selectively come on and off as sensors within the headlight detect that the bike is turning. This means that when the cyclist is turning right, the LED which illuminates the area to their right will temporarily come on, with the same thing applying to the trail-left light for left turns.



9. TyreWiz (by Quarq): 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 to a maximum of 150 psi (10 bar). 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 of particularly low or high pressure, plus they'll be advised of how much they should adjust the pressure based on their weight and tire dimensions.
10. Convercycle e-bike (by Convercycle): it transforms between regular and cargo configurations. In regular-bike mode, its rear swing arm folds down/forward and locks in place, tucking the back wheel up inside of the built-in cargo rack. Once it's time to load up on groceries, baby seats or whatnot, that swing arm is folded back, extending the wheelbase and opening the rack up. The folding process reportedly takes just three seconds, and can be done with one hand. Once in cargo mode, the bike can carry up to 60 kg (132 lb) in its rack, along with a rider weighing up to 120 kg (265 lb) on the seat. The bike itself tips the scales at 28 kg (62 lb), with its rack sitting at a width of 43 cm (17 inches) – that's no wider than the handlebars.



## 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.

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 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 Greece. Signs must include traffic signs, warning signs and informational panels (kiosks) for routes.



### **3 IDENTIFICATION OF CAPITALIZATION TOOLS AND METHODS FOR EACH REGION (COUNTRY)**

3.1.1 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.
  - Good rural road network with varying landscape
  - Economic development has been based for decades to the domestic tourism, public sector and agricultural activities
    - Moderate traffic of average speed limits
    - Strong academic and research community
      - Airports of Aktio and Araxos
      - Ports of Patras and Katakolo
  - Organization of international mountain bike race events from local associations

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.

- Lack of co-operation
- High unemployment
- Lack of regional policy for cycling
- Weak regional cycling infrastructure
- No adequate EuroVelo signing currently available
- Weak transport connection to airports

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.

- Internationalisation
- Utilisation of natural conditions in production and tourism
  - Utilisation of region's natural resources
  - Capitalisation on expertise and initiative
- Development of co-operation and networking at all levels
- Cross-border co-operation and development of the neighbouring countries
  - Unique cultural heritage







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.

- Persistent high level of unemployment and marginalisation
- One-sidedness of economic life (in particular within growth areas)
  - Disruption of co-operation and isolation
  - Distorted regional policy - intra-regional development disparities and competition
- Depopulation of the country-side and ageing of population
  - Environmental problems and catastrophes

3.1.2 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.



The indirect economic benefits of cycling are:

**Mobility:**

- a) Mobility/ Transport : Congestion-easing
- b) Road infrastructure : Construction, Maintenance

**Environment & Climate :**

- a) Climate: CO2 emissions
- b) Environment: Air pollution, Noise pollution
- c) Energy: Fuel savings

**Health and Safety:**

- a) Health economic benefits: Absenteeism
- b) Direct health benefits: Longer lives, healthier lives
- c) Reduced accidents: Reduced fatalities, Reduced serious injuries
- d) Road safety : Reduced material damage

**Daily mobility**

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

**Free time**

- Healthier live
- Save money
- Welfare

**Tourism**

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

**3.2 How to help advocacy groups, improve inclusion of different sectors?**

**Inter-ministerial groups**

**Recommendation**

An integrated strategy for the development of a sustainable cycling tourism considers usually more than one policy sectors (e.g. infrastructure, environment, tourism, culture, health, etc.). Building robust capacities within inter-ministerial groups is the foundation for effective and far-reaching advocacy. advocacy toolkit should be created which will include eight foundation areas for stronger advocacy:

1. Credibility
2. Skills
3. Intra-groups coordination and leadership
4. Capacity to generate and communicate relevant evidence
5. Ability to assess risks
6. Capacity to work of different sectors
7. Long-term partnerships that can form a broad base for advocacy
8. Sufficient resources

### Situation / Action

The advocacy toolkit may include:

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





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