



EuroVelo 8 Mediterranean Route

MEDCYCLETOUR Product Communication Plan



EuroVelo 8 - Mediterranean Route



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A family cycling on EuroVelo 8 in Italy



1. Background

This Product Communication Plan refers to the MEDCYCLETour application form (Ref. 629, version 3) and is part of Work Package 2 on Communication. WP2 is coordinated by the European Cyclists' Federation (ECF).

1.1. Project description, objectives and goals

EuroVelo 8 – Mediterranean Route is a 5,900-km long cycle route connecting the whole Mediterranean from Cádiz to Cyprus. It has a coherent and clear theme based on the Mediterranean Sea and culture in this region. The route is open to all types of users (e.g. classic cycle tourists, tourists occasionally cycling during their holiday, sportive/fitness/recreational cyclists, commuters etc.) and is an excellent product for sport and wellness activity tourism.

The overall objective of the MEDCYCLETour project is to use this route as a tool to influence regional and national policies in favour of sustainable and responsible tourism, providing transnational solutions in coastal areas across the Mediterranean. The main outputs will be action plans and policy recommendations (to generate investments in the route conditions); pilot actions (to test the proposed developments); and updated information and promotion related to EuroVelo 8 (to attract visitors). The MEDCYCLETour (EuroVelo 8 – Mediterranean Route) project is financed by the Interreg Mediterranean Program and aims to improve the quality of EuroVelo 8 – Mediterranean Route and develop it as a transnational touristic product.

While it is not difficult to find reasons to go cycling along the Mediterranean, the potential of cycling tourism had not yet been realized in the eight countries covered by this project even though cycle tourism prolongs the tourism season, reduces the environmental impact of travelling and can bring tourists to less visited areas.

The project will benefit national, regional and local authorities, service providers and, ultimately, cycle tourists. Taking a transnational approach will enable common challenges (e.g. lack of route infrastructure, missing cycling friendly services, weak branding and promotion) to be tackled together and best practices to be shared, thereby avoiding duplication and increasing the effectiveness and positive social, economic and environmental impacts.

1.2. Partners

Partner role	Official name in English	Abbreviation	Country
Lead Partner	Regional Government of Andalusia	AOPJ	Spain
Project Partner 1	European Cyclists' Federation	ECF	Belgium
PP2	Cyprus Tourism Organisation	CTO	Cyprus
PP3	Conseil départemental des Alpes-Maritimes	CDAM	France
PP4	Autonomous Region Friuli Venezia Giulia	FVG	Italy
PP5	Regional Development Centre Koper	RDC Koper	Slovenia
PP6	Croatian National Tourist Board	CNTB	Croatia
PP7	Directorate General for Tourism of the Generalitat of Catalonia	DGTGC	Spain
PP8	Region of Western Greece	RWG	Greece
PP10	Cluster for Eco-Social Innovation and Development	CEDRA	Croatia
PP11	Consortium Oltrepò Mantovano	Mantovano	Italy

This list of partners only comprises “active” partners. The project also includes “associate” partners, which are listed in the MEDCYCLETour 629-3 application form.

2. Communication strategy

The purpose of this Product Communication Plan is to explain how to address cycle tourists in the context of the project, including communication activities and strategy. The 11 project partners and other partners at the national/regional level should be able to promote and market the route to users in a coordinated way. The plan will define:

- the target groups of the project's communication activities,
- the main messages,
- communication tools,
- communication tasks,
- timing,
- and responsibilities;
- and set clear indicators to measure the media impact, which is to be monitored by all project partners.

This joint Product Communication Plan will be printed in 100 copies and is available online on the project's website [<https://medcycletour.interreg-med.eu/what-we-achieve/deliverable-library/>]. The content of the joint Product Communication Plan has been approved by the partners.

The corporate design manual (CDM) developed by ECF defines the different graphic features which can be used by partners to communicate the route. The Product Communication Plan will therefore not cover these graphic details. The CDM can also be found at: <https://medcycletour.interreg-med.eu/what-we-achieve/deliverable-library/>

The partners have already developed another communication plan, the so-called Project Communication Plan, which explains how to address professional audiences. This plan is also available on the project's website [<https://medcycletour.interreg-med.eu/what-we-achieve/deliverable-library/>].

All MEDCYCLETour partners need to use the Interreg Mediterranean logo and the project logo correctly. Moreover, they need to observe a series of obligatory publicity rules and branding guidelines for all their communication activities. These guidelines also cover the reference to EU funding. The details are available here: <https://bit.ly/2LsJvtH>.

EuroVelo 8 in the French "Provence" region



Target groups and communication objectives

2.1. Target groups

(POTENTIAL) CYCLING TOURISTS

Sustrans, the UK charity promoting sustainable transport, defines cycle tourism as “recreational visits, either overnight or day visits away from home, which involve leisure cycling as a fundamental and significant part of the visit.” The EuroVelo 8 – Mediterranean Route is expected to significantly increase the number of daytrips and holiday trips. This target group also includes tourists who are just on a one-day cycle trip and/or do the cycling as part of a non-cycling holiday.

(POTENTIAL) DAILY CYCLISTS

As in any target region, the level of daily cycling varies in the Mediterranean, but it could potentially grow in every region. Especially in those areas where population density is low, the public-transport network is wide-meshed and the improvements required are not too intensive. The EuroVelo 8 – Mediterranean Route both leads through densely populated areas as well as rural areas far from the capital cities and agglomerations. The improvement of cycling and public transport conditions can significantly increase the mobility options of the local population.

2.2. Aim of the communication activities

The objective of the project-related communication activities addressing users is to get more cycle tourists and daily cyclists to use EuroVelo 8. The potential of cycling tourism had not yet been realized in the eight countries covered by this project. Through promotion and marketing, the project is supposed to significantly increase the number of daytrips and holiday trips by cycle tourists. Moreover, daily cyclists should integrate the route more often into their transportation choices and raise demand for cycling infrastructure.

The communication activities should raise awareness of the Mediterranean route, create interest, and support tourism-related sales in the region. Moreover, the distinct qualities of EuroVelo 8 compared to other cycle routes or holiday activities should be highlighted.

Taking a break on EuroVelo 8 in France



2.3 The main messages

Cycling on EuroVelo 8 allows tourists to discover attractive local cultures in the Mediterranean. It is good for people's health and the environment, among other things.

The partners in the project comprise many tourism and marketing professionals who know how to address users in a way that stirs emotions and triggers enthusiasm. The main messages presented here will therefore focus on the thematic levels on which the project's communication activities can address users. The order of these messages does not reflect any priority:

2.3.1 The distinct qualities and characteristics of the Mediterranean

The Mediterranean has many strong unique selling points that will play a crucial role in attracting cyclists to EuroVelo 8.

Main messages:

- **Climate:** Cyclists along EuroVelo 8 can enjoy plenty of sunny weather with little rain. If they get too hot, the refreshing sea is always near. They can also choose to cycle in spring or beginning of autumn when the weather is still fine.
- **Food and wines:** While the Mediterranean diet enjoys a reputation of being particularly healthy and contributing to a long life, cyclists along EuroVelo 8 will be able to enjoy the full richness and diversity of the region's foods and wines. Shared dishes beyond the core trio of oil, bread, and wine, include, for instance, roast lamb or mutton, meat stews with vegetables and tomato (e.g. Spanish "andrajos" and Italian "ciambotta"), and the salted cured fish roe, bottarga, found across the region. Spirits based on anise are drunk in many countries around the Mediterranean. Cycle tourists will discover many local specialities that other tourists will not so easily get in contact with. Moreover, food and cafés are usually available at every corner and village.
- **Biodiversity:** The stable Marine ecosystem of the Mediterranean Sea and sea temperature provide a nourishing environment for life in the deep sea to flourish. This also assures a balanced Aquatic ecosystem excluded from any external deep oceanic factors. Cycle tourists will be able to experience this richness and contribute to its preservation.
- **Cultural diversity:** The Mediterranean Sea is arguably among the most culturally diverse block basin sea regions in the world, offering a unique combination of pleasant climate, beautiful coastline, rich history and various cultures. EuroVelo 8 connects many destinations that are popular tourist attractions in their own right: Barcelona, Monaco, Venice, the Croatian Coast,

Cyprus – the list goes on. The Mediterranean region is the world's most popular tourist destination, attracting approximately one third of the world's international tourists. While cycle tourists can discover the reasons for that and be a part of it, they can avoid the very crowded places easily if they want to. And while many of the Mediterranean destinations are already internationally famous, there are still lots of undiscovered gems to be found along the way.

2.3.2 Bookable offers

As the Mediterranean is a region with enormous experience in hosting tourists, there are plenty of bookable offers available for cyclists who do not want to organise everything themselves. They can benefit from packages of combined services and at the same time meet other people. There are currently 8 offers for EuroVelo 8 – Mediterranean Route on eurovelo.com. Here are examples of such offers:

- “The French Riviera by electric bike”, linking to the [Grand Angle website](#):

The French Riviera by electric bike



From : 610 €

8

DURATION : 7 Days
DIFFICULTIES : Medium
ELEVATION : Hilly

BIKE TYPE :
• Mountain bikes
• E-bikes

TOUR TYPE :
• self-guided

[See details](#)

Nice, Antibes, Cannes, Vence, Saint-Raphaël or Villefranche sur Mer : so many sites that always make us dream of the Côte d'Azur. The sea and the Provence sunshine, of course, but also the preserved beauty of perched villages in the hinterland, the parks and sumptuous mediterranean gardens, an exceptional number of museums, in a region that has always loved painters.

Highlights:
- A complete tour of the Côte d'Azur around Nice.
- An easy itinerary, accessible to all, thanks to electric bicycles.
- Short rides in order to have the time to visit museums, gardens and villages (and bathe according to the season).
- Accommodation : bed and breakfast in hotels 2** or 3***.

- “Discover the flavors of the Olive Oil Greenway”, linking to a [more detailed description](#):

Discover the flavors of the Olive Oil Greenway



From : 220 €

SILVER CYCLISTS 8

DURATION : 3 Days
DIFFICULTIES : Easy
ELEVATION : Flat

BIKE TYPE :
• Mountain bikes
• Rideable with children

TOUR TYPE :
• self-guided

[See details](#)

Cycling in the Greenway Olive Oil to discover the artisanal flavors of the region: olive oil, wine, cheese and traditional sweets. The longest Greenway of Andalusia with 128 km in a sea of olive trees: watched Sierras Subbéticas Natural Park. From Jaén to Córdoba lands for a safe, accessible, with little slope and specially designed for people looking for bicycle tourism, nature, heritage and gastronomy tour. A journey full of contrasts: numerous viaducts (s. XIX), unique Andalusian villages with a huge cultural heritage. Charming accommodations. Travel 3 or 5 days with stages of about 42 km/day or 25 km/day on request.

The main messages (continued)

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- “Sleeping in a train and traveling by bike at the Andalusian White Villages”, linking to [a more detailed description](#):

Sleeping in a train and travelling by bike at the Andalusian "White Villages"



From :
220 €

SILVER CYCLISTS 8

DURATION : 2 Days
DIFFICULTIES : Easy
ELEVATION : Flat

BIKE TYPE :

- Mountain bikes
- Rideable with children

TOUR TYPE :

- self-guided

[See details](#)

Situated in Olvera Station, we offer cycling at Sierra greenway (36.5 km) and an original accommodation in the nature. Four bungalows that reproduce the train cars that go across the Jerez - Almargen railway in the XIX century. This greenway route from Olvera to Puerto Serrano in Cadiz and Seville provinces, is available for all, and especially for people who appreciate a slow-travel. Attractive, safe, accessible and very easy to do. You can discover the natural resources of Peñon de Zaframagón, roc declared nature reserve in 1989 and Special Bird Protection Area, that is home of communities of nesting birds and a large colony of griffon vultures. You can see a spectacular holm oak called "Chaparro de la Vega" a Natural Monument of Andalusia. The ride is easy and fun and you'll be passing through lots of tunnels, olives groves and Mediterranean forests.

Main messages:

- Bookable offers are easily available. These are packages of combined services including, for instance, a guide for a group of cyclists, guided excursions to cultural and natural highlights, luggage transport, bike rental, accommodation, food etc.
- Bookable offers are a way to experience something unique, which would be more difficult to do on one's own, such as trying the culinary highlights of a region.
- Bookable offers can accommodate the cyclists' needs. For instance, the label "Silver cyclists" ensures that the ride will be appropriate for senior cyclists.

2.3.3 Socialising

The Mediterranean is well-known for its hospitality. Moreover, cycle tourists are open-minded people enjoying to meet others. They often cycle in groups.

Main messages:

- Cycling along EuroVelo 8 allows to socialize a lot, as cyclists will easily meet many other cyclists and local people. It is a great way to share common experiences, especially for families and friends. It is a fun and exciting common experience creating communities.

2.3.4 Environment

Increased cycle tourism can alleviate the environmental degradation and rising pressure on natural resources caused by conventional tourism. Conventional mass tourism has strongly affected the Mediterranean. The region has seen a loss of biodiversity, the effect of desertification and diminishing reserves of water. Additional environmental pressures stem from waste, coastal and marine pollution, and degradation of ecosystems. A recent World Wildlife Fund report noted that the Mediterranean Sea is turning into a dangerous plastic trap, with record levels of pollution from microplastics threatening marine species and human health. Moreover, the region is still marked by a high dependency on cars and low public transport use, with most tourists taking the car or the plane to get to their destination in the region and to make trips to the surrounding areas. Car traffic has also led to congestion and noise in populated areas, reducing the recreational effects for tourists, among other things.

The main messages in this context therefore should be:

- Cycling along EuroVelo 8 is an extremely sustainable form of tourism and/or mobility, particularly if combined with public transport and integrated mobility schemes. It preserves land surface and biodiversity both on land and in the sea.
- All tourists in the Mediterranean should be aware of the environmental challenges. They can contribute to the sustainability of tourism and preserving the environment by cycling along EuroVelo 8.

2.3.5 Freedom

Cycling tourism in the Mediterranean enhances the feeling of freedom through the flexibility and accessibility that this mode of transport offers.

Main messages:

- Cyclists along EuroVelo 8 can follow their own rhythm and interests as much as they like. They can stay in a place if they want to or just get accommodation and keep going.
- Cycling holidays are very flexible regarding timing (throughout the year), money to spend and destinations to choose.
- Cycling along EuroVelo 8 is a means of self-realisation.

2.3.6 Health

While cycle tourists also like to relax by spending time on the beach, a lot of their holiday is going to be spent cycling. This is acknowledged to contribute to a healthier way of life, not only through cycling itself but also through the soft skills acquired.

Main messages:

- Cycling along EuroVelo 8 reflects an active and healthy lifestyle.
- It motivates the population to pursue healthy leisure and mobility activities.
- It enhances learning about gastronomy and food production (in rural areas), about happiness through physical exercise and about planning own activities.

2.3.7 European cohesion and mutual understanding

Cycling along EuroVelo 8 helps tourists understand local cultures and furthers exchange. As EuroVelo 8 is a transnational route passing through 11 countries, it brings the various Mediterranean regions closer to each other and contributes to a sense of unity. Cycling tourism in general and EuroVelo in particular contribute to mutual understanding and intercultural awareness.

Main messages:

- Cycle tourists along EuroVelo 8 will get in touch with the amazing history, culture and nature of the Mediterranean. Instead of staying just at one place, they get to see so much more.
- Cycle tourists along EuroVelo 8 will be able to experience Europe directly, including nature, culture and history. No other mode of transport allows tourists to visit off-the-track attractions and landscapes similarly easily and regularly.
- Cycling along EuroVelo 8 stimulates direct face-to-face interactions between people of various cultures and backgrounds, improving mutual understanding.
- A well-developed route in the region is attractive for everybody, also encouraging more women and families to take up cycling.

2.3.8 Regional and rural development

Cycling tourism in general and EuroVelo in particular are acknowledged to strengthen local and regional economic structures. They can connect both well-known and less popular tourism destinations and improve the well-being of local communities. The target groups of the project's communication activities should be aware of cycle tourism's positive effects on the local structures.

The main message in this context therefore should be:

- By discovering local cultures, cycle tourists also preserve the traditional culture in the region. They support small and medium-sized enterprises, for instance by buying local food, using local services etc. Regional Mediterranean economies benefit from cycling tourism through the usage of less known and underexploited routes, sometimes only accessible by bike. As a consequence, cycling along EuroVelo 8 strengthens local and regional economic structures in the Mediterranean.

Proximity of agricultural and residential areas along EuroVelo 8 in France



2.4 Communication activities and tools

The following activities are to be implemented by the project partners, with individual responsibilities being assigned to each partner. For an overview including the responsibilities and deadlines, please refer to “2.6 Workplan, timing and responsibilities”.

The development of the Product Communication Plan (present document) and the Corporate Design Manual are no longer mentioned here, as these tasks are completed.

2.4.1 Social media

Social media such as Facebook, Twitter and Instagram have become a crucial tool for promotion and attracting cycle tourists. The social media accounts of the project partners should be used to share cycling tourism and cycling holiday related articles, cycling guides, fun videos and pictures as well as interactive series (e.g. photo contests).

Here are screenshots of the social media pages used by EuroVelo to promote EuroVelo 8:

- Facebook:



- Twitter:

- Instagram:

Communication activities and tools (continued)

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All partners will promote the project and transnational cycling tourism product by using social media. There will be at least 100 social-media posts in total, i.e. slightly more than nine posts per partner. The text of the social-media posts and a report about the number of followers / visitors (people reached) will be summarised and stored in one common folder. This process will be organized by the ECF with input from the partners.

The social media used as a priority will be Facebook (best for promoting cycling tourism to users, non-professional audiences and EuroVelo 8 as a product) and Instagram (best for sharing pictures and promoting the route via inspiring images). ECF will ensure that content concerning the route is posted regularly on its own social media, linking to the partners' websites and social-media pages when relevant. The partners will also take care to share the link of the EuroVelo 8 website in their social-media posts and to tag the EuroVelo pages.

In their posts on social media, all partners will include similar hashtags in order to increase the reach of the posts, especially on Facebook and Instagram. Examples of hashtags are #MEDCYCLETOUR, #EuroVelo, #EuroVelo8, #Mediterranean, #bike, #cycling, #cycletourism, etc. The partners will also use hashtags in their country's language. The use of bike emoticons is encouraged. Short videos will be shared as often as possible on Facebook because they attract attention better than pictures.

The social-media posts should refer to the main messages presented in chapter 2.3. They will aim to present cycling in the Mediterranean area as a desirable holiday prospect and will promote cultural highlights along the route. They will also cover news about the route, such as the construction of new cycling paths, cycling events along the route, etc.

Example of successful posts on several social media platforms:

- Facebook post from La Méditerranée à Vélo (@lamediterraneeavelo) with a video:



- Facebook post from EuroVelo (@EuroVelo) about new developments on the route, tagging Interreg MED and including the hashtag #MEDCYCLETOUR:

EuroVelo
27 July · 🌐

Technicians of the Consorzio Oltrepò Mantovano have completed the monitoring of the Mantuan stretch of #Eurovelo 8 - Mediterranean Route.
It's time to go #cycling along the #Po River! 🚲🌳

From Gazzetta di Mantova: <https://bit.ly/2AcTKAV>
#MEDCYCLETOUR Interreg MED Programme #Italy #cyclingholidays #cycletourism



GAZZETTADIMANTOVA.GELOCAL.IT
Ciclovía lungo gli argini, mappati i punti critici - Cronaca - Gazzetta di Mantova

👤 3,893 people reached Boost Post

👍❤️ Interreg MED Programme, Etienne Lacaze and 24 others 2 Shares

- Twitter post from EuroVelo (@ECFEuroVelo) sharing opportunities on EuroVelo 8 – Mediterranean Route:

EuroVelo
@ECFEuroVelo

Are you a journalist or a travel writer? 📝📷
Do you want to go on a #presstrip on #EuroVelo 8 - Mediterranean Route?
Check out this opportunity to discover Catalonia on the Pirinexus cycling route: bit.ly/2NrAhhh
#MEDCYCLETOUR @MEDProgramme @ConBici @mynewsdesk



9:59 AM · 18 Jul 2018

2 Retweets 6 Likes

Communication activities and tools (continued)

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- Instagram posts from La Méditerranée à Vélo (@lamediterraneeavelo) and EuroVelo (@ecfeurovelo) sharing cultural and natural highlights along the route:



2.4.2 Meltwater

Meltwater is a software as a service (SaaS) company that develops and markets media monitoring. It is a good tool to find press articles in different languages talking about EuroVelo 8 – Mediterranean Route. ECF has used this tool since June 2018 in order to share news from all partner countries on its social media.

The Meltwater platform provides searches by keywords among news articles as well as graphics of the media exposure. In the context of the MEDCYCLETOUR project, the ECF will use Meltwater to search EuroVelo 8-related articles and news that can then be spread further on social media.

Communication activities and tools (continued)

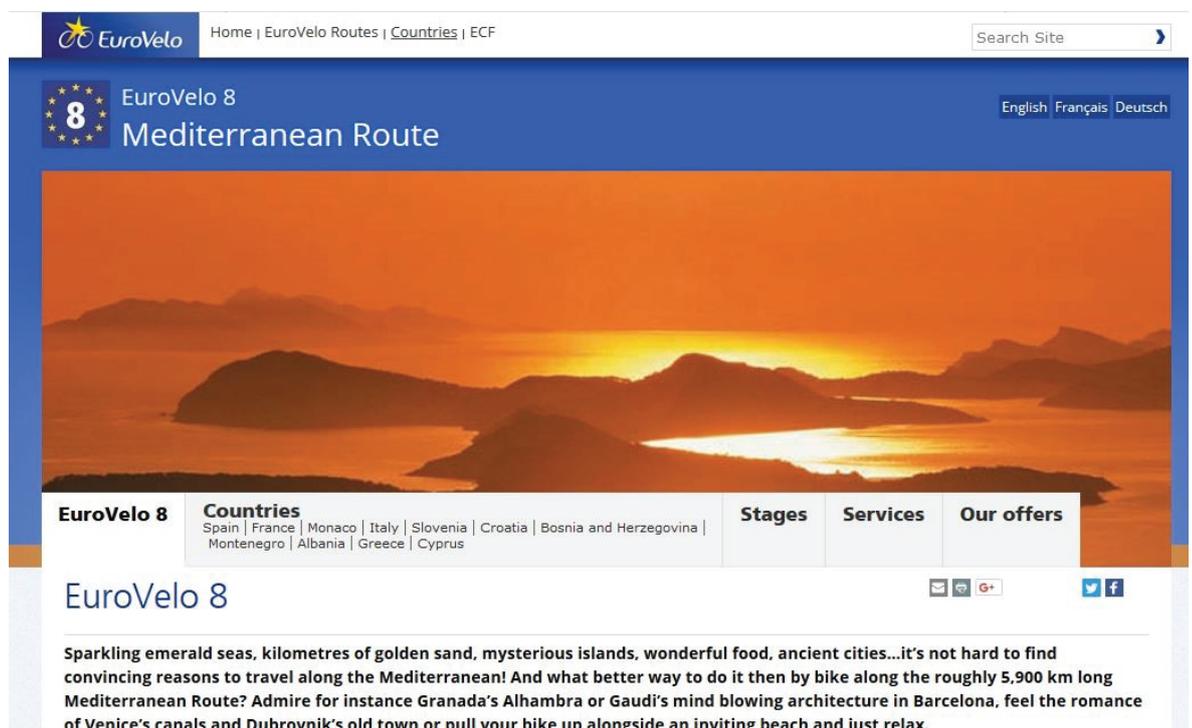
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2.4.3 Websites

Websites are an excellent tool to promote cycle tourism along EuroVelo 8. The transnational website <http://www.eurovelo8.com/> should be supplemented by many national and regional websites presenting the highlights that cycle tourists may discover.

As part of the project, nine new EuroVelo 8 - Mediterranean Route websites/subsites will be developed to provide detailed information for cycle tourists.

- EuroVelo 8 transnational website:



The screenshot shows the EuroVelo 8 Mediterranean Route website. The header includes the EuroVelo logo, navigation links (Home, EuroVelo Routes, Countries, ECF), and a search bar. The main content area features a large orange sunset image over a body of water. Below the image is a navigation bar with the following sections: EuroVelo 8, Countries (listing Spain, France, Monaco, Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Greece, Cyprus), Stages, Services, and Our offers. The main content area has the heading EuroVelo 8 and a paragraph describing the route: Sparkling emerald seas, kilometres of golden sand, mysterious islands, wonderful food, ancient cities...it's not hard to find convincing reasons to travel along the Mediterranean! And what better way to do it then by bike along the roughly 5,900 km long Mediterranean Route? Admire for instance Granada's Alhambra or Gaudi's mind blowing architecture in Barcelona, feel the romance of Venice's canals and Dubrovnik's old town or pull your bike up alongside an inviting beach and just relax.

- French EuroVelo 8 – Mediterranean Route subsite on the France Vélo Tourisme website:

The screenshot shows the France Vélo Tourisme website interface. At the top left is the logo for France Vélo Tourisme. A navigation bar includes links for 'LA FRANCE À VÉLO', 'ITINÉRAIRES VÉLO', 'DESTINATIONS VÉLO', and 'INFORMATIONS PRATIQUES'. A search bar is located at the top right. The main content area features a large image of cyclists on a street, followed by the title 'L'EuroVelo 8 en France : la Méditerranée à vélo'. Below the title is a short description: 'L'EuroVelo 8 est un itinéraire cyclable en cours d'aménagement qui a pour vocation de parcourir l'arc méditerranéen à vélo. La France est concernée par 850 km de Le Perthus (Col de Panissars) à Menton.' A sidebar on the right contains a search filter titled 'Trouver mon parcours à vélo' with dropdown menus for 'Destination', 'Niveau', 'Thématique', and 'Itinéraire vélo', along with a checkbox for 'N'afficher que les circuits' and a 'VOIR LES ETAPES' button. The bottom of the page shows a smaller image of a coastal cycling path.

The project partners (except for ECF, CEDRA) will develop these national or regional cycling tourism web portals as a separate portal or as a sub-portal of their existing national or regional (cycle) tourism portal.

The national or regional sub-portals will provide detailed information about cycle routes, cycling-friendly services, maps, public transport connections with bicycle transportation, available guidelines, bookable offers and cycling events.

The existing trans-national portal (www.eurovelo8.com) with overview information will provide direct links to the new sub-portals but it will only fulfil its mission once the national / regional websites are developed.

The nine websites should at least be in in English and the national language. The EuroVelo Web Guidance manual details recommended web items that are particularly useful for people wishing to cycle a EuroVelo route. You can find it here: <https://bit.ly/2FiwK4P>.

The web development will be delivered by subcontractors and form part of the regional or national (cycling) tourism websites.

Communication activities and tools (continued)

2.4.4 Smart-phone applications

The ECF will develop an application for smart phones to communicate detailed information regarding the whole of EuroVelo 8. The common transnational application (integrated IT solution) will provide a platform for all basic information (e.g. itinerary, GPS tracks/maps, attractions, services) and serve as a basis for users to register their cycling holiday and to receive an award for completing the route or several sections.

All other partners will contribute with basic information for the common app. Some of the partners (Andalusia, Alpes-Maritimes, RWG, FVG) will integrate further information (e.g. regional routes, events, user feedback) into the application and create a functioning interface to regional public transport connections.

2.4.5 Press work

All partners (except CEDRA) will publish at least five press releases (50 press releases in total) in the relevant national languages (except ECF's, which will be in English). The content will be partly common and partly customized to each country. The press releases will be connected to the main milestones of the project:

- The result of the survey and evaluation of the current situation;
- Action planning / strategic planning to develop the Mediterranean Route;
- Pilots to test the proposed development actions;
- Knowledge transfer;
- Capitalization of the results (follow-up projects, long term management, final conference).

The texts of the 50 press releases, the media distribution lists, and the media clippings (i.e. published articles, media appearances) will be summarized and stored in one common folder. This process will be organized by the ECF, so it is important that the partners collect this information and eventually send it to the ECF or notify the ECF if they stored the information on the common platform.

The partners will have to think about which of these press releases are also interesting news for cycle tourists or daily cyclists on EuroVelo 8 (and not just for professional audiences) and should follow up on these releases with traditional press work, such as calling journalists writing for publications read by the target groups etc.

2.4.6 Promotional events

Andalusia and Western Greece will each organize four events to promote EuroVelo 8 – Mediterranean route. The partners will provide a safe itinerary, refreshments and branded gadgets for at least 200 cycle tourists on each event. The participation will be for free but the participants should bring their own bikes. The events are connected to the opening of the signposting of the EuroVelo 8 – Mediterranean Route in those regions and are supposed to attract media attention. Each of the eight events will be well documented with pictures.

2.4.7 Promotional brochures

All project partners (except for PP5, PP7) will design, print and distribute separate promotional brochures in their national languages (ECF's will be in English) in order to attract cycle tourists.

The promotional brochures will have at least 24 pages (A4) or equivalent (using different page sizes) printed in colour. They are intended to promote the route to users and should include many pictures, maps, descriptions of the sections and attractions, as well as information on accommodation, services along the route, public transportation, and other useful information or links to websites. They will be developed jointly by the partners and translated/adapted. Each of the nine partners involved will have to print 1,000 promotional brochures.

The brochures will follow the common corporate design and will include some general transnational content with a customized part in the national languages and a contact for further information. The content will be delivered by the partners, coordinated and controlled by the ECF. The design and printing will be provided by external subcontractors, while the brochures will be distributed by the partners.



Communication activities and tools (continued)

2.4.8 Study tours

All project partners (except ECF, Mantova, and CEDRA) will organize at least one (up to three) study tours for journalists and bloggers to promote the most developed sections and the common transnational cycle tourism products along the EuroVelo 8 – Mediterranean Route.

The organization of the study tours will include sending the invitation to the journalists / bloggers and arranging their travel arrangements, accommodation, bike rental, food and beverages and all other costs (e.g. entrance tickets etc.). Due to the publicity generated by the study tours, the awareness of and knowledge about EuroVelo 8 – Mediterranean Route will be increased and its popularity will be improved among cycle tourist in the main target markets.

There will be eight study tours in total, with seven participants each.

Sunset on EuroVelo 8 in France



Minimum technical and content requirements for photos/videos

2.5 Minimum technical and content requirements for photos/videos

In the frame of the MEDCYCLETOUR project, the partners need photos and short promotional videos to share regularly on social media and tourism portals. The photos and videos will highlight the transnational route with an emphasis on its Mediterranean identity and the Mediterranean Sea culture. As this is a general, cross-cutting issue that deserves plenty of attention, the following guidelines aim to guarantee a high quality of the used photo/video material and a common design:

2.5.1 Minimum technical requirements (photos)

- Pixel density: 300ppi
- Size (recommended): 900x500
- One size minimum: 900.
- File extension for pictures: JPG.
- File extension for videos: MP4 HD.

2.5.2 Copyright

The project partners should retain the copyright for the photos, so that they and their partners can use the photographs without restrictions for communication and promotional material in the future.

2.5.3 Content

- Topic of the route: Cycling along the Mediterranean Sea and highlighting the Mediterranean culture.
- People of all ages, genders and social groups cycling along designated cycle routes in rural and rural/urban areas. Nice landscapes/historic buildings in the background if possible but cyclists/bicycles should always be in the picture.
- Cycling on "comfortable" bikes: (i.e. touring bikes) with and without panniers. Avoid where possible mountain bikes and road bikes. Helmets and/or lycra clothing should be avoided if possible as well.
- In addition to photos of people cycling, it would be good to have photos of cyclists undertaking ordinary/day-to-day activities. For example, having lunch at a terrace with their bikes, checking in at a bike friendly hotel, shopping, checking route maps (also panels and signposting).
- Some video footage should also be provided if possible. The video should transmit the same feeling as the pictures. It is best if the video has a personal feeling and shows something surprising.

2.6 Workplan, timing and responsibilities

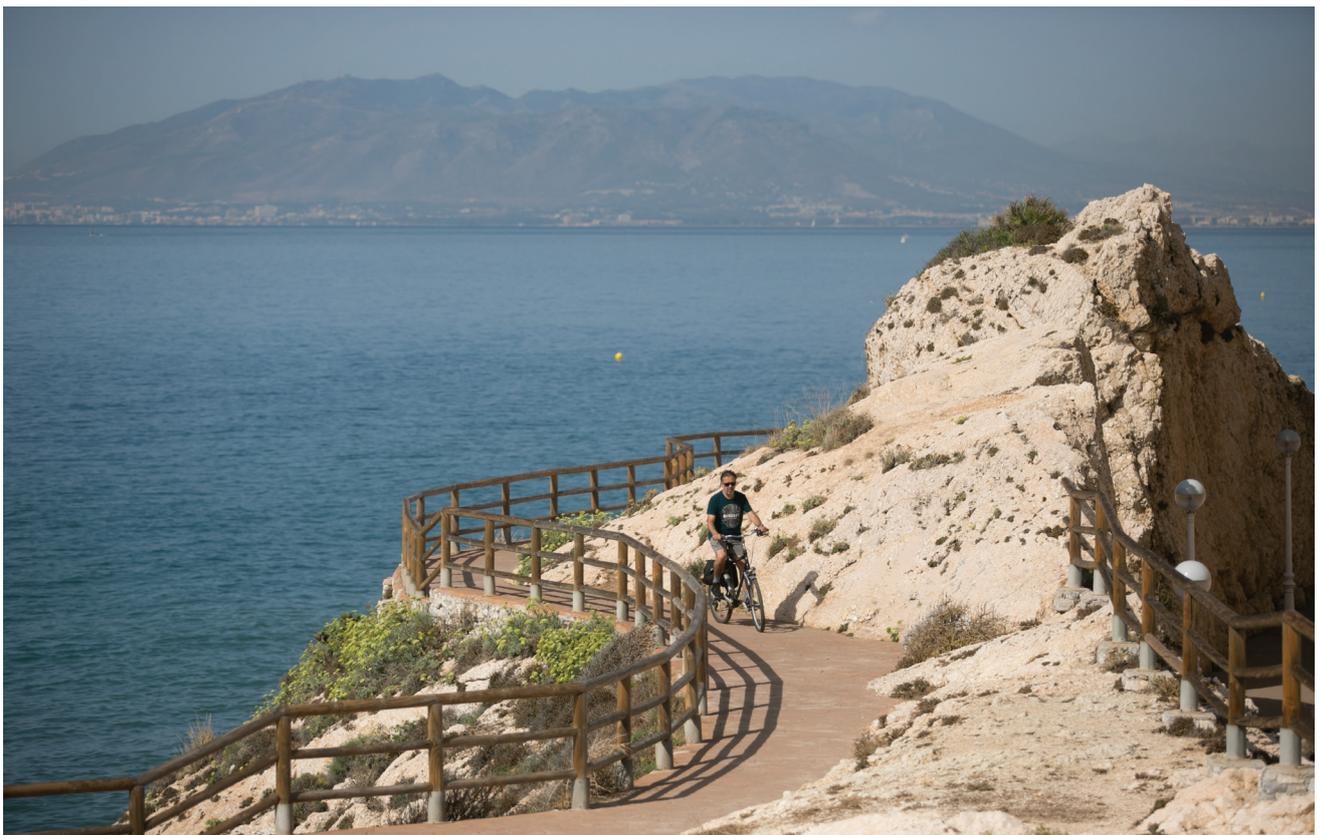
Activity	Deliverable	Target group(s)	Partner(s)	Deadline
Product communication plan	<ul style="list-style-type: none"> 24-32-page document Addressing cycling tourists Printed in 100 copies Available online on the project's website 	<ul style="list-style-type: none"> Cycling tourists Daily cyclists 	<ul style="list-style-type: none"> ECF, with input from all partners 	Oct. 2018
Social-media posts	<ul style="list-style-type: none"> 100 social-media posts, i.e. 10 posts per partner Posted in the national language (ECF: English) The text of the posts and a report about the number of followers / visitors will be summarized and stored in one common folder 	<ul style="list-style-type: none"> General public 	<ul style="list-style-type: none"> All partners except for CEDRA will publish the posts ECF will put together the final report 	Continuous
National / Regional EuroVelo web-/subsites	<ul style="list-style-type: none"> Nine new EuroVelo 8 websites /subsites Providing detailed information for cycle tourists In English and national language (at least) 	<ul style="list-style-type: none"> Cycling tourists Daily cyclists 	<ul style="list-style-type: none"> All partners except for ECF and CEDRA 	End 2018
Promotional apps for portable devices	<ul style="list-style-type: none"> Common general smart phone app for the whole route providing updated, basic information available to download Four regional apps based on the common app 	<ul style="list-style-type: none"> General public 	<ul style="list-style-type: none"> ECF develops common general app with input from all project partners Andalusia, Alpes-Maritimes, RWG, and FVG will develop regional apps 	End 2018
Press releases	<ul style="list-style-type: none"> Five press releases from each partner in national language Content partly common and partly customized to each country 	<ul style="list-style-type: none"> General public 	<ul style="list-style-type: none"> All partners except for CEDRA 	Continuous
Promotional events	<ul style="list-style-type: none"> Andalusia and Western Greece will each host four promotional events Including a safe itinerary, refreshments and branded gadgets for at least 200 cycle tourists on each event Each event will be well documented with pictures 	<ul style="list-style-type: none"> Cycling tourists 	<ul style="list-style-type: none"> Andalusia and Western Greece 	End 2018
Promotional brochures	<ul style="list-style-type: none"> Design, print and distribute handbooks in national languages (ECF: English) to attract cycle tourists 1,000 brochures by partner Each brochure will be at least 24 (A4) pages Based on common corporate design 	<ul style="list-style-type: none"> Cycling tourists Daily cyclists 	<ul style="list-style-type: none"> All partners except for PP5 and PP7 ECF to coordinate 	Early 2019

Workplan, timing and responsibilities

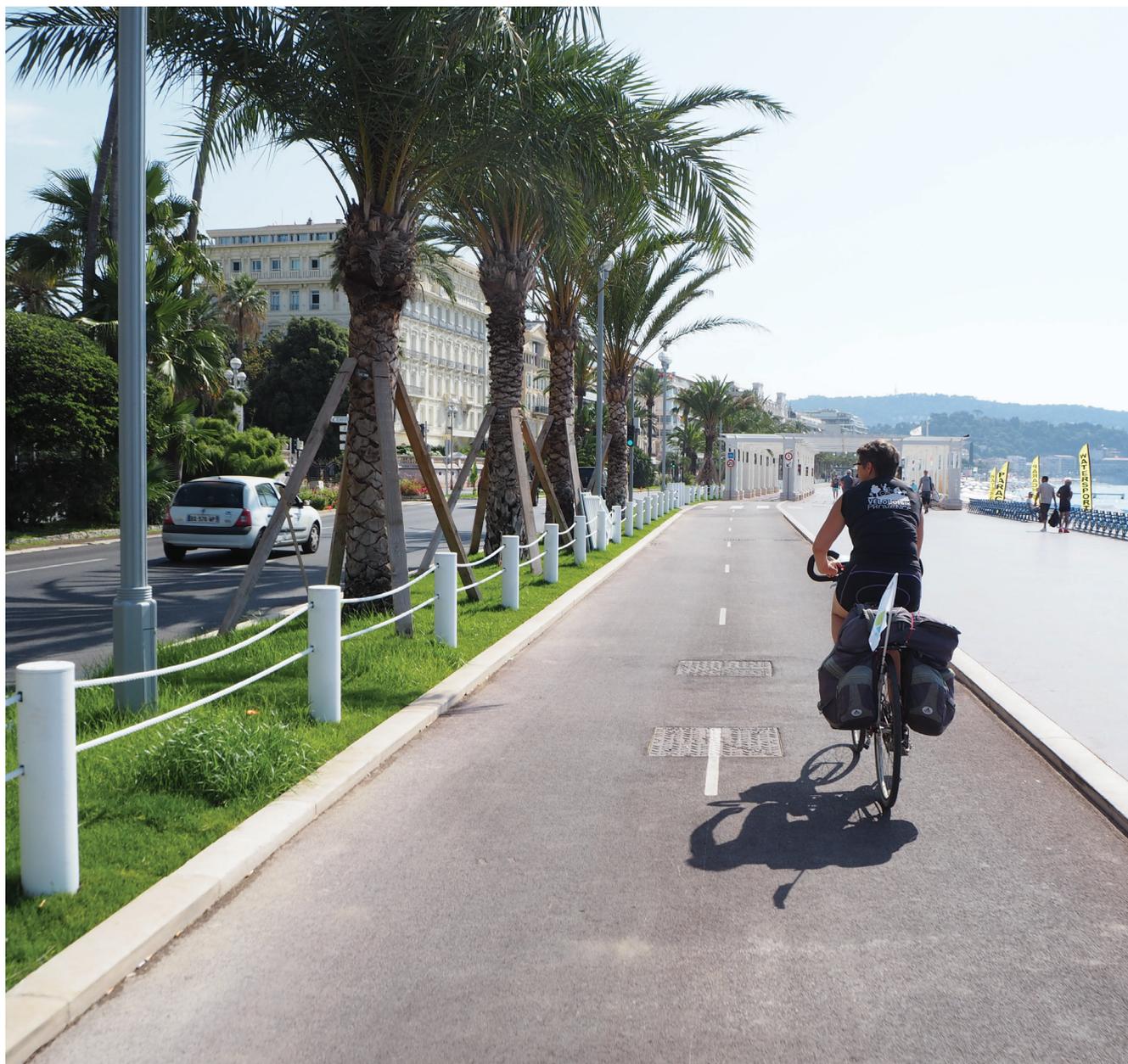
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<p>Organization of study tours</p>	<ul style="list-style-type: none"> · Eight study tours for journalists/bloggers, one by project partner · Seven participants per study tour · All travel costs will be covered by the relevant project partner · Cooperation with tourism organizations is possible 	<ul style="list-style-type: none"> · Journalists · Bloggers 	<ul style="list-style-type: none"> · All partners except for ECF, Mantovano and CEDRA 	<p>End 2018</p>
<p>Set up an online database for the exchange of good practices</p>	<ul style="list-style-type: none"> · One online database provided by external provider (contracted by ECF) · Containing at least 18 cycling-tourism good practices (two per partner) in standardized format with pictures, facts and figures 	<ul style="list-style-type: none"> · Stakeholders · Project partners 	<ul style="list-style-type: none"> · All partners except for PP2 and PP10 	<p>End 2018</p>

EuroVelo 8 - Mediterranean Route in Málaga, Spain



Cycle path on EuroVelo 8 in Nice, France



2.7 Media impact and monitoring

The various communication activities should prompt at least 10 media reactions in each partner country or in other countries targeted by the partner, including newspapers, magazines, news websites, cycling-related and other websites, blogs, radio and TV stations, and social-media accounts by established media channels.

Each project partner (except for the ECF) is responsible for monitoring the media impact and sending the respective links to the ECF on a regular basis (at least once a year). The ECF is to collect the links and material. The ECF will also use its Meltwater tool (see chapter 2.4.2) to search for EuroVelo 8-related articles and news.

Evaluation and regular follow-ups on the communication work is the most important tool for adjusting the strategy as the project proceeds.

The popularity of the communication activities (websites, social media, newsletters, press releases and events) of both partners and external stakeholders, including the media, will indicate whether the project succeeds in reaching the relevant target groups.

It is therefore important that the WP2 coordinator ECF receives:

- regular feedback from partners
- information on press releases, social media and events and
- information on website statistics.

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MEDCYCLETLOUR Partners:

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Y ORDENACIÓN DEL TERRITORIO

