

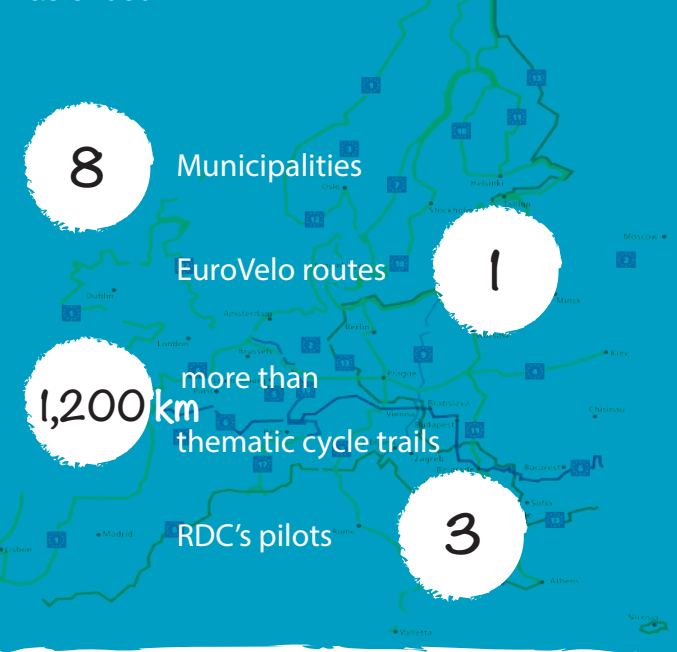


REGIONALNI RAZVOJNI CENTER KOPER  
CENTRO REGIONALE DI SVILUPPO CAPODISTRIA  
RRA Južna Primorska

Regional development centre Koper (RDC) acts as an institution on regional level with the aim of promoting business and economy development in the region.

As regional development agency, it performs the role of co-ordinator of interests on local as well as national level in the fields of regional development, economy and human resources in Coastal-Karst region.

As a MedCycleTour project partner, RDC Koper is the work package leader on Capitalization with the aim to ensure that the project results and outputs are sustainable once the project has ended.



### Contact:

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### Project partners:

Regional Government of Andalusia (ES, lead partner)  
European Cyclists' Federation (BE)  
Cluster for Eco-Social Innovation and Development CEDRA (HR)  
Croatian National Tourist Board (HR)  
Cyprus Tourism Organisation (CY)  
Conseil Départemental des Alpes-Maritimes (FR)  
Region of Western Greece (GR)  
Autonomous Region Friuli Venezia Giulia (IT)  
Consorzio Oltrepò Mantovano (IT)  
Regional Development Centre Koper (SI)  
Regional Government of Catalonia (ES)

### Photo credits:

Andalusian Government (Public Works Agency)



Agencia de Obra Pública de la Junta de Andalucía  
CONSEJERÍA DE FOMENTO Y VIVIENDA



## EuroVelo 8 Mediterranean Route



MEDCYCLETOUR

Sparkling emerald seas, kilometers of golden sand, mysterious islands, wonderful food and ancient cities – it's not hard to find reasons to travel along the Mediterranean! And what better way to do it than by bike!

EuroVelo 8 – Mediterranean Route is a 5,900-km long cycle route connecting the whole Mediterranean from Cádiz to Athens and Cyprus. It includes many destinations that are popular tourist attractions.

[www.eurovelo8.com](http://www.eurovelo8.com)  
[medcycletour.interreg-med.eu](http://medcycletour.interreg-med.eu)



## Objectives

The objective of the three-year **MEDCYCLETOUR** project is to use the EuroVelo 8 - Mediterranean 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.

In most of the countries covered by this project, the potential of cycling tourism had not yet been realised, even though it prolongs the tourism season, reduces the environmental impact of travelling and can bring tourists to less visited areas.

## Sustainable Tourism

Cycling tourism is a perfect tool for developing sustainable tourism in the Mediterranean area by reducing CO2 emissions during holidays, increasing the consumption of local products, raising average spending, encouraging longer stays and diluting the impact of concentrated tourism flows.

## Project Outputs

The project's main outputs will be the development of 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 in order to attract visitors.



## Transnational Cooperation

In this way, 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.

**2.5 M**

PROJECT  
BUDGET

**11**

PROJECT  
PARTNERS

**23**

WORLD  
HERITAGE SITES

