



Project co-financed by the European
Regional Development Fund

European Cyclists' Federation (ECF)

Project Methodology

MED8 “MedCycleTour”

Brussels, 2nd September 2019.

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1. Preface

1.1 Project Information

1.1.1 Description

Sparkling emerald seas, kilometres of golden sand, wonderful food and ancient cities... it's not hard to find reasons to go cycling along the Mediterranean! Unfortunately, in the 8 countries covered by this project, the potential of cycling tourism has 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.

EuroVelo 8 – Mediterranean Route is a long-distance cycle route that connects the whole Mediterranean from Cyprus to Cádiz. The overall objective of the 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).

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.

1.1.2 General objective

The general objective of the project is to enhance the development of sustainable and responsible coastal and maritime tourism in the Mediterranean area. Cycling tourism is a perfect tool for achieving this because it is one of the most sustainable forms of tourism:

1. In environmental terms (e.g. low CO₂ emissions during holidays by bike and less emissions to reach the destinations using public transport etc.);
2. In economic terms (e.g. longer stays, more spending, more local products and services consumed etc.); and
3. In social terms (e.g. dilute the impact of concentrated tourism flows, more interaction with the local population, more open tourists etc.).

EuroVelo 8 - Mediterranean Route is an excellent flagship project because its estimated economic impact once complete is €3.8 billion per year (if the same methodology is used as the European Parliament-commissioned study). This means 200 million cycling day trips and 2.3 million overnight trips by bike per year along the Mediterranean route! It is difficult to know how much it will cost to complete and operate the route currently (it will be summarized in the Action Plans developed in the current project) but based on the estimations of the EuroVelo 13 – Iron Curtain Trail and EuroVelo 3 – Pilgrims Route it will cost a few hundred million Euro maximum (in summary for 7 years). There are no other touristic or transport-related investments with such a fast return.

The project will use transnational cooperation and the support of all the stakeholders that will have been convinced of the merits of EuroVelo 8, to achieve a commitment to invest in cycle tourism in order to realize the economic potential described above. The project results will be sustainable in organizational terms as well because of the proposed participative planning methodology that will ensure the support of the key decision makers. In this way, the project will be able to influence the key policies along the Mediterranean Route.

Our project will not only lead to awareness-raising about sustainable tourism (using EuroVelo 8 - Mediterranean Route as a flagship) but we will also change budget allocations (in favour of sustainable tourism) and improve practices (e.g. implement investment measures, service development, promotion-marketing and monitoring-impact assessment).

1.2 Objectives of the current document

1.2.1 Project management

- To define the necessary tasks for the successful implementation of the MedCycleTour project, which include effectively realising the project's activities on time and with high quality, managing the budget, ensuring the eligibility of the relevant costs (according to the EC regulations) and ensuring and implementing an efficient administrative working process.
- To describe the critical risks and to describe the mitigating measures envisaged in the implementation of the action.
- To describe the format and structure for producing a Final Project Report.
- To describe the format and the structure for producing the project evaluation reports.

1.2.2 Project activities

See below in this document (chapters 2 and 3) for the methodologies related to each of the project activities.

1.2.2.1 *Work package 1 – Project management*

- a) Setting up the project
 - Managing administrative and financial issues

The lead partner will prepare a partnership agreement (PA) based on examples from previous projects and templates. Once approved by the consortium, the lead partner will arrange for the PA to be signed with each partner. The PA will cover the tasks and responsibilities of all partners and define the decision-making process. The PA will contain as an annex a detailed action plan and a budget. The highest decision-making body of the project will be the steering committee chaired by the lead partner. The LP supported by all partners and an external expert will evaluate the possible risks and find solutions to tackle these challenges.

- b) Organization of project meetings
 - Setting up common methodologies for actions

Organisation of 6 transnational project meetings, including:

1. Preparing the agenda
2. Sending the invitations and the agenda to the other partners via email

3. Providing a meeting room and equipment (e.g. flip chart, projector, etc.)
4. Providing refreshments and catering during the meeting
5. Arranging the registration
6. Taking photos
7. Writing the minutes/notes and circulating them to the other partners

All partners should attend the meetings by min. 1 representative per partner and some associated partners can join as well. The travel costs of the associated partners to the meetings is included in the budget of this activity.

- c) Project and financial management
 - Managing administrative and financial issues

The lead partner, together with the WP leaders, will monitor the implementation of the work plan and the current situation regarding the finances. The Lead Partner will act in case any risks are identified. Every six months during the project, all partners will send to the lead partner their inputs for the technical and financial reports together with all the supporting documents (e.g. receipts, timesheets etc.). The lead partner should then collate the information and submit the finalised technical and financial reports to the joint technical secretariat. The subsidies will be distributed by the lead partner.

- d) Design of a project methodology

- Setting up common methodologies for actions

The lead partner (Andalusia) and the PP1 (ECF) will work together on preparing a project methodology based on the successful projects that the two organisations have been involved with in the past. This will be presented to the other project partners during the kick-off meeting in Andalusia and it will be updated based on the feedback of the partners and the external evaluation experts. The methodology should be approved by the partners.

- e) Carry out project evaluation reports
 - Evaluating the project

Two project evaluation reports will be prepared by an (undefined) external expert to ensure that the project is on track to meet the programme objectives, the project objectives and the actions and results in each work package. The ongoing evaluation reports will also ensure that the project will have the expected direct and indirect impacts. While the reports are prepared by an external expert, they will require inputs from each of the project partners.

1.2.2.2 Work package 2 - Project communication

a) Communication planning and coordination

- Setting up common methodologies for actions

All partners will define their objectives and will develop 2 plans together: one related to professional audiences (e.g. politicians, SMEs) (the project communication plan) and another regarding cycling tourists (the product plan). Both plans will define their target groups, the main messages and the communication tools, communication tasks, timing and responsibilities. A corporate design manual will describe how to integrate references to the trans-national brand, project and the Interreg Program. The plan will set clear indicators to measure the media impact and all partners will monitor it. The WP will be coordinated by ECF.

b) Development of a project website and route information platform, including an online participation tool

- Contributing to Programme communication activities

The project website and the online participation tool serve the needs of the professionals and will be designed and coordinated by the ECF. The platform will be developed by an external expert. The content will be provided by all partners. The website will include a GIS database to store information regarding the itinerary, infrastructure, services, promotion, and organization. The website will provide a platform to store and discuss temporary and final deliverables for all work packages. The online participation tool will provide access to the information with different levels of authorization for each relevant stakeholder.

c) Development of smartphone applications

- Delivering information

The ECF (PP1) will develop an application for smartphones to communicate detailed information regarding the whole of EuroVelo 8. The common transnational application 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 (LP Andalusia, PP3 Alpes-Maritimes, PP10 RWG, PP4 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.

d) Design, printing and distribution of promotional and project brochures

- Delivering information

All the project partners (except PP5, PP7) will design and print separate promotional and project brochures in their national languages (except PP1 ECF's will be in English) in order to inform professionals about the project (project brochure) and attract cycle tourists (promotional brochure). 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, and the distribution will be done by the partners.

e) Press work and social media campaign

- Delivering information

All partners (except PP7 CEDRA) will publish at least 5 press releases (summary 50 press releases in total) in the relevant national languages (except ECF's 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:

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

All partners will promote the project and transnational cycling tourism products by using social media.

f) Organisation of promotional events

- Exchanging information

The LP Andalusia and PP10 Western Greece will organize at least 4 events to promote the 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 signalization of the EuroVelo 8 - Mediterranean Route in those regions and will attract media attention.

g) Organisation of study tours

- Transferring knowledge / know-how / expertise

All the project partners (except PP1 ECF, PP5 Mantova, PP7 CEDRA) will organize at least 1 (maximum 3) study tour for journalists / bloggers in order 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 taking care of 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 knowledge about EuroVelo 8 - Mediterranean Route will be increased and its popularity will be improved among cycle tourists in the main target markets.

h) National/regional cycling tourism web development

- Delivering information

The project partners (except PP1 ECF, PP7 CEDRA) will develop 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, public transport connections with bicycle transportation, available guidelines, bookable offers and cycling events. The existing transnational portal (www.eurovelo8.com) with overview information will provide direct links to the new sub-portals but it will only fulfill its mission once the national / regional websites are developed. The websites should be in English and the national language (at least).

i) Organisation of input seminars

- Exchanging information

Each partner (except PP1 ECF, PP8 CNTB) will organize an input seminar in order to collect existing experiences and information regarding the current status of cycling tourism in general and EuroVelo 8 - Mediterranean Route in particular. The seminars will focus on route infrastructure, services, promotion and organisation. The seminars will involve the most important experts from all relevant stakeholders. The seminars will serve as a basis for the surveys and the methodology, but they will help to raise awareness as well. The seminars will be at least half a day long.

j) Set up an online database for the exchange of good practices

- Delivering information

All partners (except PP2/PP10) will provide at least 2 good practices regarding cycling tourism. The good practices can cover cycling tourism; route infrastructure; cycling friendly services solutions for combining bike + public transport; promotion/marketing; and sustainable organizational or financing solutions. The good practices should be innovative, effective and sustainable. Effectiveness means that their investment and maintenance costs should be low, taking into account the impact and benefits generated (by the increased number/satisfaction of cycle tourists). The economic, organizational and environmental sustainability of the good practices should be investigated and proved. The evaluation and the format of the good practices will be standardized.

1.2.2.3 Work package 3 – Testing

a) Task Survey and evaluation of the Mediterranean Route

- Evaluating processes, techniques, models, tools, methods and services

This activity will be coordinated by the WP leader (PP4 Friuli Venezia Giulia) based on the methodology provided by PP1 ECF (developed and tested in numerous former EU projects). All partners (except ECF) will survey the relevant regional section of the route using the EuroVelo European Certification Methodology and all partners will evaluate the route conditions. The information will be stored and published in the GIS system connected to the project website (see WP2). The survey and the evaluation will cover the itinerary (GPS tracking), route infrastructure, signalization, public transport connection, services, and promotion – information. ECF will summarize the results on the trans-national level.

b) Action Planning of the Mediterranean route

- Coordinating the WP

All project partners (except ECF) will define the necessary development actions for their section of the route based on the result of the survey/evaluation, using the standard methodology provided by ECF (PP1). The action plans will cover the route infrastructure, signalization, public transport connection, services, and promotion. All action plans will contain an organization and a financing chapter to define the responsibilities and the financial resources until 2018, 2020, 2030. The result of the regional, national action plans and the trans-national activities will

be summarized in a trans-national action plan. In order to have realistic proposals the stakeholders will be involved in national and regional workshops.

c) Planning and coordinating the pilots along the Mediterranean route

- Preparing pilot activities

All partners (except CEDRA and ECF) will have a pilot action which will be implemented among different conditions in separate geographical regions. The pilot activities fall into 3 categories: 1. Bike and public transport combined travel services, 2. Signalization, 3. cycling friendly services. The 14 pilots in these categories need to be planned in a coordinated way in order to receive comparable results and to save costs (by avoiding previous mistakes). To achieve this all partners will prepare a short plan in a standardized format (template prepared by ECF) in order to define the activities, responsibilities, costs, incomes etc. The partners will discuss these plans at internal meetings coordinated by the WP leader (PP4).

d) Bike and public transport pilots along the Mediterranean route

- Testing (processes, techniques, models, tools, methods and services)

4 project partners (PP6 Koper, PP5 Mantova, PP4 FVG, PP2 CTO) will prepare and implement a pilot action to improve the bike and public transport connection and to reduce individual motorized journeys. PP6 Koper, PP5 Mantova, PP2 CTO will focus on the bike and bus combination and PP4 on bike and train journeys. All pilots will start with a feasibility study in the national language (based on the short plans), continuing with the realization phase and the operation phase. The realization phase will include purchasing the technical solutions, installing the tools, elaborating the travel conditions (price, regulations), and promotion activities. All pilots will be closed by a final report.

e) Signing pilots along the Mediterranean route

- Testing (processes, techniques, models, tools, methods and services)

Signalization along cycle routes is essential for the orientation (especially for less experienced cyclists) and to visualize the common trans-national brand the EuroVelo8 Mediterranean cycle route. There are only short sections of the EV8 route along the River Po and in the Pyrenees which are signed properly, and several regions and countries without a signalized EuroVelo route. LP, PP2, PP5, PP8, PP9 will implement the signalization of the

EuroVelo8 Mediterranean route according to the national and EuroVelo signalization standards. PP3 Alpes Maritimes will install tourist information board and retrofit the existing route signalization with EV8 route information panels. All of them will use innovative methods (QR codes, materials etc.).

e) Cycling friendly service pilots along the Mediterranean Route

- Testing (processes, techniques, models, tools, methods and services)

Cycling tourists have the same needs as other tourists (accommodation, restaurants etc.) but they also have some more specific needs. The successful cycling tourism destinations countries (e.g. Germany, the Netherlands) have cycling friendly service schemes (e.g. Bett&Bike, Cyclists Welcome) providing awareness raising, training, and branding-promotion for SMEs targeting cycle tourists. PP3, PP5 and PP6 will try to organize these networks and improve the quality of the services provided for cyclists by selecting, training, branding and promoting the cycling friendly service provider SMEs. The management of these activities, after the setting up of the networks will be appointed during the project.

f) Evaluating the route component pilots

- Evaluating processes, techniques, models, tools, methods and services

All partners (except CEDRA and ECF) will have a pilot action which will be evaluated together under the leadership of PP1 ECF supported by an external expert. The evaluation criteria will fall into two main categories: user-oriented set of criteria (attractiveness, comfort, safety, directness, and competitiveness) and the implementation-oriented set of criteria (costs, incomes, complexity/difficulty, environmental impacts, and social impacts). The evaluation report will provide clear judgment regarding the pilots: to propose for further implementation without changes, with minor changes, with major changes, or not advised. The findings will be summarized in an evaluation report.

g) Planning and coordinating usage monitoring of the Mediterranean Route

- Exchanging information

The usage monitoring of the EuroVelo routes is essential for the estimation of the economic and other impacts (See capitalization WP). The general principles of usage monitoring were elaborated in the framework of a SEE Interreg project

(<http://www.eurovelo.org/wp-content/uploads/2011/08/monitoringmanual.pdf>) but was not implemented yet. In frame of the current action we will define how the quantitative (counters) and qualitative methods (survey) should be practically implemented (e.g. what kind of counter to install and where, the questions and the sample of the survey). The online database to store the information will be designed and implemented by PP2 ECF, all other the partners will contribute with data.

h) Usage monitoring pilots

- Testing (processes, techniques, models, tools, methods and services)

The usage monitoring pilots include the implementation of quantitative (counters) and qualitative methods (survey) will be implemented by 5 partners: PP9, PP3, PP6, LP and PP4. In case of counters the partners will purchase the equipment, install the automatic counters and operate them during and after the end of the project. The automatic counters should be innovative and state of the art technology. The surveys will be brief questionnaires or detailed interviews in order to find out the main characteristics of the cycle tourists (age, origin, preferences, satisfaction, spending etc.). The results of the pilot actions will be summarized in 5 final documentations.

1.2.2.4 *Work package 4 – Transferring*

a) Design and distribution of a charter for sustainable and responsible cycle tourism in the MED area

- Transferring knowledge / know-how / expertise

WP leader CTO (PP3) supported by all other partners will define the ‘Charter for Sustainable and Responsible Cycle Tourism in the MED area’. This charter will be distributed by all the partners in order to gather support for a more sustainable and responsible tourism in the MED area. The charter will contain 10-20 bullet points and a more detailed background document to explain the content. The charter will include space for the signature of all the organisations that support it, including: local, regional and national public and private bodies, SMEs and NGOs. It will serve as a tool to transfer the knowledge gathered in the project. Design and printing will be subcontracted by LP Andalusia.

b) Organisation of knowledge transfer seminars for professionals

- Exchanging information

All project partners (except PP1 ECF) will organise 2 knowledge transfer seminars for professionals. The partners will identify, contact and invite key actors in the different fields that need to be informed about the project results and the methodology of how to develop cycling tourism in their country / region. PP1 ECF will support the WP Leader PP3 CTO by providing common methodological presentations and summaries of the transnational activities and project results. All partners (except ECF) should translate these presentations into the relevant national language and complete with region / country specific information.

c) Participation/contribution at national and international events

- Transferring knowledge / know-how / expertise

To transfer the project results, all the partners will participate and contribute at international events within the MED area, such as International Tourism Trade Fairs (FITUR Madrid, Bourse de Milano) and international and cycling (tourism) fairs. It is also necessary to promote the transnational product outside the MED area because the main cycle tourism target groups are located outside. Consequently, partners will present at least at ITB Berlin, Velo-city conferences and Fiets en Wandelbeurs (Amsterdam). The partners will represent the common transnational project and product through posters, verbal presentations, workshops or having a booth.

d) Organisation of workshops with decision makers

- Exchanging information

All the project partners will organize workshops with decision makers at national and regional level and, for PP1 ECF, at European level in Brussels. The objectives of the workshops are:

1. Awareness raising (decision makers take into account the possibilities of cycle tourism for the development of a more sustainable and responsible tourism in the MED area);
2. Integration of actions (from the elaborated action plans) into national and regional sectorial plans and programmes; and
3. To encourage the implementation of policy recommendations.

1.2.2.5 Work package 5 – Capitalising

a) Capitalization planning

- Transferring knowledge, know-how, expertise, systems or processes

This activity covers the planning and coordination of the necessary tasks in order to increase the impact of the project by influencing decision makers,

experts and other target groups (e.g. SMEs, tour operators etc.). All partners will participate in the development of a capitalization plan. The plan will describe the policies that should be influenced, the tools and methods to influence the policies and the concrete actions. The elaboration of the plan and the coordination of the capitalization tasks will be led by the work package leader, Koper Regional Development Center (PP6).

b) Improving policies in favour of cycle tourism

- Transferring knowledge, know-how, expertise, systems or processes

This activity consists of preparing tools (e.g. policy recommendations and brochures targeting decision makers) to change the relevant policies throughout the MED area. The following policy fields need improvement in order to achieve the fullest potential of cycling tourism: transport / mobility (including infrastructure investment, road safety etc.); economic development (including SMEs); fiscal policies; regional and rural development; spatial planning; nature protection; culture; social; and health. The social, economic and environmental benefits of cycling tourism should be explained using infographics (provided by ECF). The tools should be customized to the country/region, based on transnational best practices and distributed at meetings.

c) Setting up a long-term management system

- Creating synergies and cooperation mechanisms

In order to sustain the project results, the project partners (and maybe additional stakeholders if necessary) will create a long-term management system (LTMS). The LTMS of EuroVelo 8 will follow the example of the transnational Rhine Cycle Route (EuroVelo 15) which was established in the frame of a NWE Interreg project. The LTMS will clearly define the long-term transnational tasks, their costs and the possible incomes and contributions. The partners will appoint a secretariat to implement the LTMS tasks after the end of the project. The LTMS will be formalized in an agreement approved and signed by all relevant partners and stakeholders.

d) Organization of a final capitalization conference

- Transferring knowledge, know-how, expertise, systems or processes

At the end of the project, the LP, Andalusia, will organize a final capitalization conference. It will involve the renting of a conference room; providing speakers and presentation tools; ordering catering; setting up the agenda of the event; sending invitations; arranging registration; creating

minutes; and publishing all presentations on the project's website. All project partners will attend the event and contribute with presentations, workshops and distributing the invitations and results to relevant stakeholders. The event should be high level enough in order to generate a large impact in press and social media.

e) Impact assessment

- Systematizing knowledge

During the project several usage monitoring pilot actions will take place and outside of the project there will be several similar actions implemented / operated (e.g. counters, surveys). In order to estimate the social-economic and environmental impact of the Mediterranean Route, we need to summarize the usage monitoring results, analyze the trends and draw conclusions. All partners need to contribute to this task by providing inputs but the final summary of the usage-related figures and the calculation of the direct and indirect project impacts (on different time horizons) will be the task of an external expert hired by ECF (PP1). The 1-page summary should be translated by all partners into the relevant national languages.

2. Project management methodology

2.1 The project's methodology per work package

2.1.1 Work package 1 – Project Management

Structure, responsibilities, day to day PM:

- The LP is responsible for ensuring the implementation of the project tasks and deliverables on time and to a high standard. The LP is also responsible for the general financial management.
- The ECF – PP1 is responsible for the methodologies used, transnational communication and supporting the LP regarding the content and quality.
- The WP leaders are responsible for the implementation of the tasks within each WP in time and to a high standard.
- Each project partner represents a region or country (except ECF) and is responsible for the activities in their region and those transnational activities which are designated to them.

Internal organisation within the partnership and decision-making system:

- The partners will install a project steering committee (PSC) which will meet during every partner meeting and will make its decisions based on the PA. The WP can have separate working groups based on the topic or the different WPs.

Communication within the partnership:

- The LP, together with the responsible (host) PPs, will prepare and coordinate 6 project partner meetings.
- The LP will also be responsible for sharing information/training on the programme requirements and organise the internal information flow between the PPs (by e-mail, phone, skype, etc.).

Reporting and evaluation procedures;

- The LP will coordinate the progress and financial reporting every six months and implement the final reporting and project closure.
- The WP leaders will support the LP to deliver technical reports.
- Every PP will organise administrative support for reporting and financial management.

Risk and quality management:

- The ECF, together with an external expert, is responsible for quality control, to evaluate possible risks and to find solutions to tackle these challenges.

Relationship with the MA/JS:

- LP will organise the information flow between the partnership and the JS, MA. The LP will also organise regular meetings with the JS.

2.1.2 Work Package 2 – Project communication**2.1.2.1 Description**

The overriding aim of the project communication is to promote EuroVelo 8 – Mediterranean Route as a transnational cycle tourism product to the identified target groups. The target groups can broadly fit into two categories: one related to professional audiences (e.g. politicians, SMEs) and another regarding cycling tourists. As part of the preparation of project and product communication plans, the partnership will define these target groups, the main messages, communication tools, tasks, timing and responsibilities. However, set out below is the initial communication approach proposed:

Cycling tourists:

Transnational, National and Regional Cycle Tourism websites and product brochures will provide inspiration and information. The new apps will be useful for people planning their trip or already on route and they will improve access to local suppliers. The general public should also be influenced by the work of journalists/bloggers following the study trips, events such as the opening of new signed routes, social media (e.g. Facebook) and word-of-mouth from family, friends and colleagues.

Professional audiences:

All relevant public authorities and many of the interest groups and cycling NGOs will be contacted directly through the project by the project partners to secure their participation in input seminars. Other professionals will learn about the project via press releases, the issuing of project brochures, events, social media (e.g. twitter) and word-of-mouth (e.g. SMEs from customers). Furthermore, the project website (including a platform for route information and an online participation tool) will serve all the professionals working on developing the EuroVelo 8 route effectively.

In most cases the individual partners should utilise their existing channels (e.g. press lists etc.) and tools (e.g. existing social media accounts etc.) to

communicate with the partners, except where the development of new tools is proposed through the project (e.g. apps).

2.1.2.2 Explanation

In terms of internal communication, the regular project meetings are obviously the best way for the partners to be updated on all ongoing activities and to learn from other experiences. Apart from the meetings, the lead partner will have responsibility for establishing an online participation tool for the partners to use to keep in regular contact with each other or to share information.

With regard to external communication, the approach proposed is to provide common guidelines to the project partners – to highlight the transnational aspect of the product and to ensure a consistent approach – which can then be adapted to the national /regional situation as appropriate. To this end, joint project (for professional audiences) and product (for the public) communication plans will be prepared early on (led by the ECF). These documents will define the target groups, main messages, communication tools and tasks, timing and responsibilities. To this end there will be a corporate design manual developed to ensure a consistent visual approach is taken across the partnership.

The final versions of these documents will be presented at one of the project meetings and the key points, including the main messages, will be repeated at future project meetings providing the opportunity for the partners to discuss the tools and tactics to be used for different target groups. By doing so, this will ensure a consistent approach is taken and that all partners are speaking with one voice.

Obviously, it is difficult to be too prescriptive at the beginning of a 3-year project about exactly how the communication will be managed (e.g. opportunities may arise to 'piggy-back' onto other events in order to maximize the project's outreach) but there are some initial key outputs/deliverables that will be the focus for a number of communication activities (e.g. installation of new signing, new app going live, final conference etc.) and that can be planned in advance.

While the common tools should ensure that the transnational nature of the product is communicated externally and a clear message is relayed, it will be equally important for the individual project partners to tailor their communication activities to their national/regional audience. Feedback from the other partners will be available.

The lead partner will also ensure communication on the Programme communication platform, within the Programme community of projects and through horizontal projects.

2.1.3 Work Package 3 – Testing

2.1.3.1 *Description and objective*

The work package testing will involve active participation from all the project partners. Each pilot will be prepared and coordinated following the methodology developed for the preparation and implementation of the pilots. The final evaluation report will be key to assure that the objectives of the work packages are achieved. The work package coordinator (PP4) will contribute to the smooth implementation of the package staying in contact with the partners, setting up a calendar of actions and supporting the implementation of the methodology.

Objectives of the work package testing:

- To evaluate the conditions of EuroVelo 8 - Mediterranean Route and to define the necessary actions for improvement on the regional, national and transnational levels.
- To test in real life conditions the proposed development actions using pilot activities.
- Evaluating the pilots and usage of the Mediterranean Route in order to compare the results achieved.

The pilots will be divided in three categories in order to improve their preparation and implementation:

- "Route Signalization" pilots along the Mediterranean Route. Partners involved: LP, PP2, PP3, PP5, PP8, PP9 and PP10.
- "Connecting Bike and Public Transport" pilots along the Mediterranean Route. Partners involved: PP2, PP4, PP5 and PP6.
- "Cycling friendly services" pilots along the Mediterranean Route. Partners involved: PP3, PP5 and PP6.
- Planning and coordinating usage monitoring of the Mediterranean Route. Partners involved: LP, PP3, PP4, PP6 and PP9.

There are significant synergies between the work package testing and the other work packages (e.g. WP2 communications (online tool of exchange of good practices); WP4 transferring the lessons learned; and WP5 capitalization: project impact assessment (thanks to the contribution of monitoring tools developed during the pilots)).

2.1.3.2 *Justification*

The pilots regarding combined bike and public transport (PT) services along the Mediterranean route are essential for the success of the route because cycle tourists prefer to use PT to reach their destination and PT serves as a backup (in case of fitness, technical or weather challenges). The transnational comparison of bike and bus services is essential because they are missing in most of the MED Region outside of the main settlements. They

represent rather a regulatory and organizational challenge (but not a technical or financial one). The main beneficiaries of this pilots are the cycle tourists, but in case of successful implementation the PT operators will benefit as well. The different pilots will find solutions for the national / regional conditions which may look the same technically (e.g. bike rack) but the legal and financial solutions may well be very different.

The pilots regarding cycle route signalization will follow the European signing standard (developed by the ECF and accepted by the UNECE), but they need to fit the national standards as well. This is one aspect which should be tested in several countries and the other is to integrate innovative methods in signalization (e.g. QR codes, nodes, new materials). Beside the cyclists, the main beneficiaries will be road management authorities and tourism destination management agencies who responsible for signalization. The pilots are looking for solutions to same challenges but because of the different national standards there will be significant differences. The signalization will be considered small scale investments because they are installed permanently and will become part of the route infrastructure.

The cycling friendly service pilots will follow the advice and examples of other similar initiatives but they will also investigate the possibilities to connect national and regional initiatives on the transnational level. The main beneficiaries will be the tourism SMEs who will be able to provide better services for increasingly satisfied cycle tourists. The pilots will include significant differences because in countries with existing schemes (e.g. Accueil Velo in France, Alberga Bici in Italy) the improvement of skills will be the focus of the pilot while in the other countries the design and branding will be important too.

2.1.3.3 Time frame of the pilot activity implementation

All pilot activities will start with a common planning phase with the involvement of all partners – 10 months including the coordination.

During the implementation of the pilots each will have the following steps:

- Detailed internal planning and ex-ante evaluation together with the selected external and internal partners – 2 months
- Implementation phase, including all realization activities involving the right economic partners and stakeholders – 10-12 months
- Closure to summarise the findings and prepare the documentation – 1 month

The final external evaluation of the pilots (including usage monitoring statistics) will take – 3 months.

2.1.3.4 Target groups involvement

We consider the following target groups the most important (in addition to the cycle tourists and local population who will benefit):

1. Action plans are supporting national, regional and local public bodies to estimate the tasks and costs that they have to invest in order to achieve the fullest potential of EuroVelo 8.
2. Bicycle and public transport pilots are providing benefits for the public transport operators who can improve their services using the know-how developed in this work package (and transferred in the next one).
3. Signalization pilots will improve the methods and the knowledge of public bodies and road operators on how to signalize cycle tourism routes effectively.
4. Cycling friendly service related pilots will improve the competitiveness of the tourism SMEs by providing better services for cycle tourist (and realizing more income).
5. The monitoring related activities will deliver vital evidence for the decision makers regarding the usage of the developed routes.

2.1.3.5 Durability and transferability of main outputs of this WP

Durability:

The Charter is an important tool for transferring knowledge to other stakeholders and will be included within the LTMS included in WP5. The methodological presentations and summaries of the transnational activities and project results will be translated into the languages of the partnership and will be made available for all interested stakeholders on the project website. The ECF will maintain this information for at least 3 years when it will probably need updating anyway. The workshops will be essential for creating contacts and raising awareness about EuroVelo 8 with decision makers at European, national and regional levels, which can be utilised going forward (see WP5).

Transferability:

The Charter will be the first such document in Europe and therefore if the approach proves successful, it can be applied to other transnational regions. It may be possible to incorporate the general aspects and format of the seminars, events and workshops into other projects.

2.1.4 Work Package 4 – Transferring

2.1.4.1 Description and objective

The work package transferring will involve all the project partners. The work package coordinator, PP2 Cyprus Tourism Organisation (CTO), will ensure

the smooth implementation of the package, staying in regular contact with the partners, setting up a calendar of actions and supporting the implementation of the methodology.

The work package will be guided by the project methodology, which will provide to the project partners all the necessary information to successfully implement the work package to transfer the project results.

Objectives of the work package transferring:

- To transfer knowledge, knowhow and expertise to professionals (e.g. experts, engineers, civil servants etc.)
- To inform and convince policy makers and encourage them to implement the policy recommendations and action plans
- To inform the international professional community (e.g. journalists, bloggers, tour operators etc.) about the opportunities available along the Mediterranean Route.

The activities of the work package will involve all the partners guided by PP3 as work package coordinator and with support of the ECF (i.e. methodologies, templates, etc.), including:

- Charter for sustainable and responsible tourism in the MED area
- Knowledge transfer seminars for professionals
- Organisation of workshops with decision makers (all partners)
- Participation and contribution at international events.

The work package transferring is completely based on the deliverables of WP3 Testing, especially because of the action plans and pilots which provide the main knowledge sources to disseminate. WP4 is also connected to WP5 Capitalization because the decision makers should discuss the policy recommendations as well. WP2 communication and promotion supports the dissemination of the Charter for sustainable and responsible cycle tourism in the MED area.

2.1.4.2 Target groups involvement

The preparation of the main outputs will involve different partners and be used by the following groups:

1. The charter for sustainable and responsible cycle tourism. All partners will be involved with this output, which will target national and regional public bodies, economic actors and the public.
2. All partners, except ECF, will organise knowledge transfer seminars for professionals. Key stakeholders (e.g. public bodies, tour operators etc.) will be targeted to attend these seminars in order to improve their knowledge of cycling tourism.

3. Participation/contribution at national/international events. These events will attract economic actors (SMEs, tour operators etc.), public bodies (destination agencies) and the general public (via journalists, NGOs).
4. The workshops with decision makers will be targeted towards European, national, regional and local level decision makers (i.e. DGs and EP, national governments and agencies, regional and local governments and their companies).

2.1.4.3 Durability and transferability of main outputs of this WP

Durability:

The deliverables will be easy to reproduce and at a low cost. The project partners will sign a long-term management agreement (LTMA) to cover this low cost once the project is finalized. In this case, the LTMA tasks include responsibility for the Charter, ensuring that the documentation of the workshops and seminars remains available on the website and presenting the Mediterranean Route at selected external events and fairs in the future.

Transferability:

To guarantee the transferability of our outputs the same deliverables will be developed in different countries, using the same easy-to-understand templates. In order to increase the transferability among countries the summaries of all events and workshops will be available in English but the language will fit to the audience. The charter and the documentation of the workshops / seminars will be available for the public online.

2.1.5 Work Package 5 – Capitalising

2.1.5.1 Description and objective

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

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

On a more practical level, the aim of the long-term management strategy (LTMS) is to sustain the project results. In order to achieve this, the project partners (and maybe additional stakeholders if necessary) will clearly

define the long-term transnational tasks, their costs and the possible incomes and contributions.

All these activities will hopefully be supported and placed in the spotlight through a capitalisation conference held at the very end of the project in Andalusia. Whilst all the key stakeholder will be invited to attend, the event should be high level enough to generate a large impact in the press and social media across the Mediterranean Region, so that it can influence more than just those attending.

Last but not least, an impact assessment study will estimate the social-economic and environmental impact of the Mediterranean Route. This will provide evidence and justifications for other outputs included in this work package.

2.1.5.2 Target groups involvement

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

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

2.1.5.3 Durability and transferability of main outputs of this WP

Durability:

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

Transferability:

The capitalization plan and policy recommendations will be prepared specifically for the national and regional authorities in the countries

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

2.2 Project Management description

2.2.1 The specific tasks comprised in Project Management:

- Prepare and disseminate the partnership agreement in order to be commented on and then signed by all partners,
- Prepare a common project methodology and action plan for each WP, as well as a risk management plan. The partners should comment and accept it,
- Carry out 5 interim technical and financial progress reports and 1 final report. Each partner must provide the information required in order to facilitate this task,
- Organise 6 transnational project meetings with the help of the local hosts. All partners must attend the project meetings. The local hosts are responsible for logistics (room, equipment, meal, etc.) and side programmes,
- This work package will include the production and dissemination of management documents; planning and organizing events and coordinating the work; controlling and monitoring expenditures incurred; and permanent contact with project partners and assisting them if needed,
- Appoint an external expert to carry out 4 project evaluation reports.

2.2.2 Additional tasks in Project Management

- If necessary, organise bilateral Skype meetings with all the project partners to ensure the successful and on time implementation of project activities by all the project partners.

2.3 Final Implementation Report

The lead partner must submit — within 90 days following the end of the reporting period — a final report. The final report should provide information on the actual achievements, results and impacts of the project as a whole. The report will serve the improvement of implementation procedures on project and programme level, but also provide the necessary framework to further promote, transfer and capitalise on the results of the project. This report is addressed to Programme bodies.

This report should be filled in by the Lead Partner. However, it is highly recommend consulting the project partnership beforehand since project partners were involved in specific project tasks.

Furthermore, this consultation shall allow the integration of experiences and perspectives of the whole partnership. When filling in the report, please be concise, honest and realistic. Your project will not be evaluated on the basis, but your direct and realistic answers will allow improving the conditions for upcoming projects.

This report should be used to give an overview of what has been done and achieved, including information for communication purposes and programme statistics.

The main objectives of this document are:

- To assess the project performance,
- To collect evidence of contribution to programme and project commitments,
- To understand the durability and transferability potential and readiness of project outputs and results at project, programme and policy level,
- To serve for capitalisation activities, at project and programme level,
- To publicise project results on programme level,
- To capture the added value of transnational cooperation.

The final report consists of the following main elements:

- Information on project overall implementation, its objective, results, outputs and main achievements, including its contribution to strategies and horizontal principles, as well as the added value of transnational cooperation,
- Information regarding communication activities, and specifically a story telling or testimonial,

- Feedback on the Programme, its bodies and its architecture,
- A focus on future outlook, in terms of durability, transferability and replicability of project results and outputs after project closure and impact of the project,
- Identification of net revenues.

2.4. Critical risks and mitigation measures

Number	Brief Description	Mitigation measures
1	Poor performance of a new partner – especially dangerous with project consortium partners that have no experience with EU-projects	The LP will offer a special tutorial for newcomers in the area of EU-projects. Consortium partners will be provided with all necessary material on important topics for newcomers. One-on-one Skype conferences with LP will support the completion of important documents (e.g. time sheets) and provide opportunities to discuss the project's managerial structure. Time will be allocated specifically to those partners with no prior EU project experience, including during the first project meeting.
2	Risk of little common understanding/ motivation of the project objectives/content and the tasks	The kick-off event (the first project meeting) will be organized and all project partners have to attend. The experience of the project consortium coordinator (LP) has shown this approach to be a very efficient way to motivate the consortium partners at the start of the project.
3	Project consortium partners will underperform with respect to the evaluation of the project	LP is experienced in coordinating complex evaluation projects. The project consortium partners will support the evaluation (part of one project meeting) and will be guided on how to integrate evaluation issues into the implementation plans and update them on a regular basis. In addition, within the evaluation plan special templates will be provided for all implementations.
4	Ensuring the participation of all stakeholders	The participating partners already have an extensive network, which they can make use of and which they are also capable of expanding. In order to attract as many stakeholders as possible the partners must be convinced of the project's aims and be motivated. Furthermore, they need to be in possession of valuable research results that prove our point. All this will need to be tackled in the preparation phase in order to guarantee its success.

5	Difference in culture - measures that function in one country may not be applicable in another, because of differing different attitudes, experiences and backgrounds	The project consortium partners (and later followers) will be able to handpick and assemble the concept for a project that is tailor-made to their needs.
6	Dissemination does not reach the 'follower' stakeholders, users and hence fails to achieve a multiplier effect.	The dissemination approach will utilize the well-established web sites, newsletters of the partners and social media platforms (e.g. ECF has more than 7,000 twitter followers, an average 25,000 impacts per week on Facebook and www.ecf.com with more than 50,000 pages views per month). EuroVelo.com has over 600.000 visitors per year and it is the main feeder of visitors to the EuroVelo8 transnational website as well then to the national and regional web sites.

3. Methodology for project activities

3.1. Methodology for testing (processes, techniques, models, tools, methods and services)

3.1.1 Preparing pilot activities

This project activity concerns the planning and coordination of the pilots along EuroVelo 8 – Mediterranean Route. All partners (except CEDRA and ECF) will have a pilot action which will be implemented among different conditions in separate geographical regions. The pilot activities fall into 3 categories: 1. Bike and public transport combined travel services, 2. Signalization, 3. cycling friendly services.

The 14 pilots in these categories need to be planned in a coordinated way in order to receive comparable results and to save costs (by avoiding previous mistakes). To achieve this, all partners will prepare a short plan in a standardized format in order to define the activities, responsibilities, costs, incomes etc. The partners will discuss these plans at internal meetings coordinated by the WP leader (PP4).

The templates for each type of pilot activity, prepared by ECF, can be found below.

3.1.2 Route Signalization Pilot

3.1.2.1 Guidelines for the signalization

The signalization will be maintained and operated by different organizations (mostly non-profit public bodies), mostly the same bodies which are responsible for road signalization. These organizations should be involved from the planning phase and during the implementation phase.

The signage should respect the EuroVelo signalization standards, which are explained in the "Signage of the EuroVelo routes" manual, in annex to this Project Methodology.

3.1.2.2 Template for the pilot signalization of EuroVelo routes

Title:	Please give a title for the service (not longer than 1 line)
Partner:	Please indicate the official name, number (PPx) of the partner who submitted the new offer
Overview	
Country:	Please indicate the official name of the country(s) where the signalization will be implemented (NUTS1)

Region:	<i>Please indicate the official name of the region(s) where the signalization will be implemented (NUTS2)</i>
Objectives	<i>Please describe in maximum 3 lines clearly what do you want to achieve with the signalization? (For example: attract x thousand new cycle tourists, to help y thousands of local commuters to use a new route which became complete and provides a good alternative).</i>
Short description:	<i>Please describe the proposed signalization in maximum 5 lines. Please make it understandable for the first read, what kind of signalization is planned (retrofitting existing signs with EV route information panel, completely new signs, only orientation/direction or information boards as well etc.) the sustainability is understandable.</i>
Target groups	<i>Please describe in 5 lines who is the main target group / target market of the offer. Please indicate the main geographic area of the target market (users) and their main characteristics (geographic and socio-economic segmentation is necessary).</i>
Phase	<i>Please describe the phase of the proposed signalization in maximum 2 lines. Please make it clear it is an idea or in the preparation phase already.</i>
Developer, maintenance	<i>Please indicate who will be the developer and who will maintain the signalization after the development phase.</i>
Cost and benefits	<i>Please estimate the costs of investment, the yearly operational costs, yearly revenues and economic benefits. Maximum 3 lines.</i>

Marketing Analysis I.	
"Product" - detailed description of the signs	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear what should be included on the signs:</i></p> <ol style="list-style-type: none"> 1. Directions only (in case of linear route without junctions that's enough) so you might choose it for certain sections. 2. Directions and destinations (depending on the target groups – see next point) closer or further cities/towns

	<ol style="list-style-type: none"> 3. Directions, destinations and their distance 4. Direction, distance of attractions and services not directly beside the route (again depending on the target groups). 5. Information boards with maps and detailed informations 6. QR codes to guide for further information <p><i>Make clear from where to where you want to sign and which part is EuroVelo/national/regional/local or connecting route (to an attraction for example).</i></p>
"Place" – market analysis	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear who is your target audience? It can be several different group but it will influence the content of the type and content of the signs, which needs to stay coherent and understandable.</i></p>

Marketing Analysis II.	
Promotion and visual design	<p><i>Maximum 10 lines</i></p> <p><i>Do you have a national / regional standard for the design of signalization?</i></p> <p><i>If yes what are requirements? Please add the reference to the standard and insert some pictures to illustrate how it should look.</i></p> <p><i>Do you have national/regional route logos to integrate?</i></p> <p><i>Please insert these logos in the annex.</i></p> <p><i>How do you want to integrate the EuroVelo route information panel into the signs?</i></p> <p><i>Please insert it to the standard.</i></p> <p><i>Please clarify which languages do you plan to use on the signs (especially on the information boards).</i></p>

Implementation plan I.	
Detailed description of the technical solution	<p>Maximum 8 lines</p> <p><i>Please describe what kind of route infrastructure do you want to sign? The type of infrastructure should be in-line with the target groups. Do you want to use temporary signs or public transport for those sections which are not completed yet?</i></p> <p><i>Do you have existing signs already? Do you want to keep them (and add the new EV route information panels) or do you want to install completely new signs?</i></p> <p><i>What kind of material you want to use for the signs? Do you have any standard for it? (aluminum is more long lasting but a bit risky..)</i></p> <p><i>Is it allowed to use the poles of the existing road signs to mount cycling signs? If yes do you want to use them?</i></p> <p><i>Do you want to use road marking?</i></p>
Actions to take	<p>Maximum 8 lines</p> <p><i>What is needed in order to install the signs? Do you need a detailed signposting plan?</i></p>

Implementation plan II.	
Costs and incomes of development and operation	<p><i>Maximum 10 lines</i></p> <p><i>Please describe how much the developments costs. Please don't forget to estimate the "in-kind" labor cost as well. Please estimate how much the maintenance / running costs will be (including amortization, cleaning etc.) per year.</i></p> <p><i>Please estimate how much income it will generate directly per user and per year (for example if you allow advertisements etc.) and how much subsidies are needed.</i></p>
Time plan for the realization	<p><i>Maximum 5 lines</i></p> <p><i>When the realization can start? How long does it take? What are the main obstacles? When the signs can be fully operational?</i></p>
Stakeholders and organisation	<p><i>Maximum 5 lines</i></p> <p><i>Please clarify who will take the lead? Who should initiate/authorize/finance the implementation and the maintenance? (national/regional/local road authority or a private road operator or water management authority etc). What are the next steps? How much they are convinced?</i></p>

Necessary attachments:

- A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed.
- Detailed technical description (incl. drawing) how the signs should look like according the national/regional standard and how you plan to integrate the EV signs.

3.1.2.3 Methodology for the evaluation of the pilot activity

The elaborated services will be evaluated from 2 main different perspective in comparison with the currently existing alternative solutions / competing products:

- Competitiveness
- Sustainability

Evaluation of the competitiveness

- Directness (time). The customers make their decision based on the travel time, they are usually not interested the distance of the travel. So the main argument / constraint beside / against to replace (or not) a car trip with a bike trip, whether the travel time will be increased or not. In case of sustainable transport services this criteria is extremely important, in case of tourism offers its much less sensitive (but still important).
- Coherence. How much coherent the route is? In case of commuters, but also in case of tourists as well to reach the main destinations seems shorter if the route avoids sudden detours, frequent junctions, changing type of infrastructure. More standard and similar type of road infrastructure is used the better. By coherent and clear signalization you can balance this factor, but again if the signalization contains too many information, unclear, missing the coherence will not be improved, but damaged.
- Comfort. This category is important (but not equally) for travelers with transport and tourism purposes, but relatively subjective, depends on the target groups and the evaluator. It includes the following aspects:
 - a. The type of route infrastructure signed
 - b. The variety and quality of services along the route
- Safety. depends mostly on the road conditions (to simply the evaluation we exclude the impact of the behavior and the quality of the vehicles). The high-level and speed of motorized traffic is more

dangerous for non-motorized transport modes, so in this case if they use the same infrastructure please use the worst categories only.

- Attractiveness is extremely important especially in case of touristic routes signed. There are scientific debates whether attractiveness has a significant impact on the success of commuter routes / services, so we advise you to give a relatively small weight in case of offers for daily mobility. The evaluation of the attractiveness is relatively subjective, but horizontally (e.g. mountains) and vertically (e.g. mosaic landuse) changing landscapes are more attractive, individual attractions visible (or even able to visit) along the routes.

Evaluation of the sustainability

- Environmental and social sustainability. There are several options, criteria to take into account, but we advise you to take into account the following aspects only:
 - CO2 emission. We advise you to use the ECF methodology to estimate the CO2 savings in case of cycling and to apply the official information of the service provider in case of other means of transport.
 - Health benefits. It's only possible to have savings in case of active mobility. The WHO HEAT tool is advised to calculate these benefits.
- Financial sustainability – return of investment can be calculated on a simplified way only (taking into account the limited resources of the consortia). We have to reduce it on comparing the yearly incomes – cost and compare them with investment. In ideal case the CBA analysis is positive (in case of leisure trips should be positive always), but in case of mobility trips you can (may) take the above mentioned benefits into account as well.
 - Investments. Please estimate all necessary costs from the preparation until the realization, start of the services. If you use existing technical solutions you don't have to calculate with their (original) costs.
 - Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools, rental costs, fuel, human resources, administration, marketing etc.
 - Incomes. Please estimate the yearly indirect incomes (generated by the new cycling tourists), direct incomes (from advertisement if you apply) and the possible (necessary) state subsidies as well.

- Organizational sustainability is essential for the implementation and operation of the signs. Please evaluate whether there is / are any organizations which are:
 - Convinced, ready to invest, develop and operate
 - Convinced, ready to invest, develop and operate parts
 - Convinced, but not ready to invest, develop and operate
 - The relevant stakeholders (or one of them) needs to be convinced

3.1.2.4 Evaluation template of the “Signalization of EuroVelo routes” pilot

Introduction

Title:	<i>Enter the title of the pilot</i>
Partner:	<i>Enter the partner name and number (PPx)</i>
Overview	
Country:	<i>Enter the name of the country(s) where the signalization was implemented (NUTS1)</i>
Region:	<i>Enter the name of the region(s) where the signalization was implemented (NUTS2)</i>
Objectives	<i>Add the original objectives of the pilot</i>
Short description:	<i>Maximum 8 lines</i> <i>Add a short description of the pilot. It can be taken from the original template and updated where necessary if more detail is available (e.g. final number of signs installed) or if there were changes made during the implementation period.</i>
Target groups	<i>Add the original target groups</i>
Developer, maintenance	<i>Please indicate who undertook the development in the end and who will maintain the signalization after the development phase.</i>

The developed services should be evaluated in comparison with existing solutions / competing products and from 2 main perspectives:

1. Competitiveness
2. Sustainability

Evaluation of the competitiveness

Directness (time)	<p><i>Maximum 10 lines.</i></p> <p><i>How direct is the signed cycle route compared to existing solutions / competing products. Note that individuals usually make their decision on which mode to take based on the travel time rather than the distance of the travel. This criterion is particularly important for daily mobility.</i></p>
Coherence	<p><i>Maximum 10 lines</i></p> <p><i>How coherent is the signed route? Distances seem shorter if the route avoids detours, frequent junctions, changing types of infrastructure etc. The more consistent types of infrastructure used, the better. Coherent and clear signalization can help to balance this factor but if it contains too much information, unclear messages or signs are missing then the coherence will not be improved (possibly damaged further).</i></p>
Comfort	<p><i>Maximum 10 lines</i></p> <p><i>This category is important but relatively subjective depending on the target groups and the evaluator. It includes the following aspects:</i></p> <ol style="list-style-type: none"> <i>a. The type of route infrastructure signed</i> <i>b. The variety and quality of services along the route</i>
Safety	<p><i>Maximum 10 lines</i></p> <p><i>Depends mostly on the road conditions (to simplify the evaluation we exclude the impact of the behavior and the quality of the vehicles). Should connect to the survey of the route undertaken using the European Certification Standard.</i></p>

Evaluation of the sustainability

Attractiveness	<p><i>Maximum 10 lines</i></p> <p><i>Attractiveness is extremely important especially in case of signed touristic routes. The evaluation of the attractiveness is relatively subjective but changing landscapes and individual points of interest can make route more attractive.</i></p>
Environmental and social sustainability	<p><i>Maximum 8 lines</i></p> <p><i>There are several aspects to take into account:</i></p> <ul style="list-style-type: none"> • CO2 emissions. We advise you to use the WHO HEAT tool to estimate the CO2 savings in case of walking and cycling and to apply the official information of the service provider in case of other means of transport. • Health benefits. It is only possible to have savings in case of active mobility (walking and cycling). The WHO HEAT tool is advised to calculate these benefits as well. <p><i>You can find the tool here:</i> https://www.heatwalkingcycling.org/</p> <p><i>In order to use the HEAT tool, you will have to be able to estimate the change in walking/cycling levels that your intervention will bring about, either in terms of longer distances, more trips, or longer time spent cycling/walking, or as an increase in the number of cyclists/walkers.</i></p>
Financial sustainability	<p><i>Maximum 8 lines</i></p> <p><i>Financial sustainability – return of investment can be calculated on a simplified way only (taking into account the limited resources of the consortia). We have to reduce it on comparing the yearly incomes – cost and compare them with investment. In ideal case the CBA analysis is positive</i></p> <ul style="list-style-type: none"> • Investments. Please estimate all necessary costs from the preparation until the realization, start of

	<p>the services. If you use existing technical solutions you don't have to calculate with their (original) costs.</p> <ul style="list-style-type: none"> • Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools, rental costs, fuel, human resources, administration, marketing etc. • Incomes. Please estimate the yearly indirect incomes (generated by the new cycling tourists), direct incomes (from advertisement if you apply) and the possible (necessary) state subsidies as well.
Organisational sustainability	<p style="text-align: center;"><i>Maximum 8 lines</i></p> <p><i>Organizational sustainability is essential for the implementation and operation of the signs. Please evaluate whether there is / are any organizations which are:</i></p> <ul style="list-style-type: none"> • Convinced, ready to invest, develop and operate • Convinced, ready to invest, develop and operate parts • Convinced, but not ready to invest, develop and operate • The relevant stakeholders (or at least one of them) still need to be convinced

Overall evaluation

Did the pilot meet the original objectives (see page 1)?	<i>Maximum 8 lines</i>
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Taking the pilot as a basis for future developments, please complete the following table to indicate what you would approach a similar development next time.

Do more (what would you repeat or do more of from the current pilot?)	<i>Maximum 8 lines</i>
Do less (what would you do differently from the current pilot?)	<i>Maximum 8 lines</i>
Stop doing (what would you avoid repeating from the current pilot?)	<i>Maximum 8 lines</i>
Start doing (what new aspect would you introduce?)	<i>Maximum 8 lines</i>

Optional attachments

If during the implementation of the pilot there were changes made to either the location or the design of the signs please attach:

- a) A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed.
- b) Detailed technical description (incl. drawing) how the signs should look like according the national/regional standard and how you plan to integrate the EV signs.

3.1.3 Connecting Bike and Public Transport Pilot

3.1.3.1 Guidelines for preparing the pilot activity and the feasibility study

Four project partners (PP6 Koper, PP5 Mantova, PP4 FVG, PP2 CTO) will prepare and implement a pilot action to improve the bike and public transport connection and to reduce individual motorized journeys. PP6 Koper, PP5 Mantova, PP2 CTO will focus on the bike and bus combination and PP4 on bike and train journeys. All pilots will start with a feasibility study in the national language (based on the short plans), continuing with the realization phase and the operation phase. The realization phase will include purchasing the technical solutions, installing the tools, elaborating the travel conditions (price, regulations), and promotion activities. All pilots will be closed by a final report.

The public transport companies operating the bus and/or train services will be involved in the elaboration of the feasibility studies, the purchase of the technical solutions, installing the tools, elaborating the travel conditions (price, regulations), and promotions; they will also operate these services after the end of the project.

The documentation delivered by PP5 will include a 20-50-page long feasibility study, pictures of bike racks installed in operation on provincial busses, and a 10-page final report.

The documentation delivered by PP6 and PP2 will include a 20-50-page long feasibility study, pictures of bike racks installed in operation on intercity busses, and a 10-page final report.

The documentation delivered by PP4 will include a 20-50-page long feasibility study, pictures of bike racks installed in operation on trains, and a 10-page final report.

3.1.3.2 *Template for bike and public transport combined travel services*

Title:	Please give a title for the service (not longer than 1 line)
Partner:	Please indicate the official name, number (PPx) of the partner who submitted the new offer
Overview	
Country:	Please indicate the official name of the country(s) where the service will be implemented (NUTS1)
Region:	Please indicate the official name of the region(s) where the service will be implemented (NUTS2)
Short description:	Please describe the service in maximum 5 lines. Please make it understandable for the first read, what kind of services included, for who, what are the main conditions etc. Please try to formulate that way that the USP (unique sales proposal) and the impact regarding the sustainability is understandable.
Objectives	Please describe in maximum 3 lines clearly what the operator / developer wants to achieve. (For example: to improve accessibility of a suburb from the city center by reducing travel time by 5 minutes, to achieve a shift from car to bicycle in case of 500 trips, provide sustainable alternative for cycle tourist to reach their destination).
Target groups	Please describe in 5 lines who is the main target group / target market of the offer. Please indicate the main geographic area of the target market (users) and their main characteristics (geographic and socio-economic segmentation is necessary).
Phase	Please describe the phase of the proposed service in maximum 2 lines. Please make it clear it is an idea or in the pilot phase already. Please don't submit existing services. In case of pilot indicate the timetable to expand the service.
Operator, contact	Please indicate who will be the "operator" (organization) of the "service" (if there is one) and the services which are included (in case of complex offer, even there is a main operator above). Maximum 4 lines

Cost and benefits	<i>Please estimate the costs of investment, the yearly operational costs, yearly revenues and economic benefits. Maximum 3 lines.</i>
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Marketing Analysis I.	
“Product” - detailed description of the services	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear what is included in the service (for example a yearly / monthly train commuter pass will include free bike carriage or safe bike parking possibilities). What are the limitations (which time for example not possible to carry the bike).</i></p>
“Place” – market analysis	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear from which neighborhood / suburb / village to which city/town center you would like to provide better access by providing combined bike and train services. Please add a map as an attachment.</i></p> <p><i>Please describe what are the alternatives now (individual car only, PT and walking, walking only, cycling only etc.), how comfortable they are, how long does it take and how safe it is if you chose those (instead of the planned combined bike and train services).</i></p>

Marketing Analysis II.	
Price	<p><i>Maximum 5 lines</i></p> <p><i>How much the new services will cost? How the price looks compared with the alternatives?</i></p>
Sales	<p><i>Maximum 8 lines</i></p> <p><i>How to buy the new services? Can you / should you book in advance? Is it possible to buy a counter (personally) or its possible online as well? Can / should you add on the existing PT service ticket/pass?</i></p>
Promotion	<p><i>Maximum 10 lines</i></p> <p><i>How do you want reach the target groups? Organizing a campaign? Online? Promotion brochures? What are the main messages you would like to pass? How many people you would like to reach?</i></p>

Implementation plan I.	
Detailed description of the technical solution	<p>Maximum 8 lines</p> <p><i>Please describe actually how the proposed solution looks in practice. For example on which stations, stops, vehicles you would like to install bike parking / bike storage / bike carriage facilities, how many (capacities), what type of storage / parking / carriage you want to install. In case you want to change service conditions exactly which points/sentences you want to modify. What kind of modifications you should implement in the booking system?</i></p>
Actions to take	<p>Maximum 8 lines</p> <p><i>What is needed in order to install the facilities and/or change service conditions?</i></p>

Implementation plan II.	
Costs and incomes of development and operation	<p><i>Maximum 10 lines</i></p> <p><i>Please describe how much the developments costs. Please don't forget to estimate the "in-kind" labor cost as well. Please estimate how much the maintenance / running costs will be (including amortization, cleaning etc.) per year. Please estimate how much income it will generate directly per user and per year (by selling tickets etc.) and how much subsidies are needed.</i></p>
Time plan for the realization	<p><i>Maximum 5 lines</i></p> <p><i>When the realization can start? How long does it take? What are the main obstacles? When the service can be fully operational?</i></p>
Stakeholders and organisation	<p><i>Maximum 5 lines</i></p> <p><i>Please clarify who will take the lead? Who should initiate/authorize/finance the implementation? What are the next steps? How much they are convinced?</i></p>

Necessary attachments:

- A map showing the origin and destination of the users of the proposed services. The map should also visualize the cycling facilities (to get to the origin PT station and from the destination PT station to the final destination).
- Detailed technical description (incl. drawing) in case of bike parking and bike carriage facilities and modified service conditions.

3.1.3.3 Methodology for the evaluation of the pilot services

The elaborated services will be evaluated from 2 main different perspectives in comparison with the currently existing alternative solutions / competing products:

- Competitiveness
- Sustainability

Evaluation of the competitiveness

- Directness (time). The customers make their decision based on the travel time, they are usually not interested the distance of the travel. So the main argument / constraint beside / against to replace (or not) a car trip with a trip by PT and bike, whether the travel time will be increased or not. In case of sustainable transport services this criteria is extremely important, in case of tourism offers its less sensitive (but still important).
- Value (price). The customers in different segments are more or less price sensitive. The high-income leisure travellers are the least sensitive, the leisure travellers with low income are the most sensitive regarding the prices. The daily commuters are more flexible (unlikely to cancel the trip because of slightly higher prices) but usually look for the most economic option because of the frequency.
- Comfort. This category is important (but not equally) for travellers with transport and tourism purposes, but relatively subjective, depends on the target groups and the evaluator. It includes the following aspects:
 - a. The number of exchange. Fewer changes among vehicles / transport modes are always better. To change vehicle is not only uncomfortable, but includes the risk of missing the connection.
 - b. Length of exchange time. Very short and very long time for changing the vehicles could be problematic as well. In case of individual vehicles (changing to PT) it's always

“appropriate” because it only depends on the user / customer.

- c. Quality of the vehicles / rolling stock from the passengers point of view. It includes the outside look, interior design (space for legs, luggage), cleanness. In case of more quality class in PT we generally advise you to compare the economy class, 2nd class and the average vehicle of the users. Only compare the 1st class in case of high-quality leisure or mobility offers.
- d. Booking systems are important part of the extended product / offer. The worst case if you can buy the tickets on the spot only, the best case is booking of the whole service as a package on the internet in advance (on a safe, easy to use web-portal), so evaluate the number of the necessary bookings and the comfort of the booking.
- e. Frequency, timing. The importance of this factor is extremely important for daily commuters, but the timing can influence the success of the leisure offers as well. To offer the services more frequently and according a regular timetable is an asset.
- f. Connecting services. In case of long travel times it's important to have the opportunity to buy food, drink etc. if it's not included in the offer.
- Safety. We all know that generally public transport is safer than individual traffic, so in case of public transport (depending on the technical conditions) we advise you to use the best categories (very good, good). In case of motorized and non-motorized individual traffic it depends mostly on the road conditions (to simply the evaluation we exclude the impact of the behavior and the quality of the vehicles). The high-level and speed of motorized traffic is more dangerous for non-motorized transport modes, so in this case if they use the same infrastructure please use the worst categories only.
- Attractiveness is extremely important especially in case of touristic offers. There are scientific debates whether attractiveness has a significant impact on the success of commuter routes / services, so we advise you to give a relatively small weight in case of offers for daily mobility. The evaluation of the attractiveness is relatively subjective, but horizontally (e.g. mountains) and vertically (e.g. mosaic landuse) changing landscapes are more attractive, individual attractions visible(or even able to visit) along the routes.

Evaluation of the sustainability

- Environmental and social sustainability. There are several options, criteria to take into account, but we advise you to take into account the following aspects only:
 - CO2 emission. We advise you to use the ECF methodology to estimate the CO2 savings in case of cycling and to apply the official information of the service provider in case of other means of transport.
 - Health benefits. It's only possible to have savings in case of active mobility. The WHO HEAT tool is advised to calculate these benefits.
- Financial sustainability – return of investment can be calculated on a simplified way only (taking into account the limited resources of the consortia). We have to reduce it on comparing the yearly incomes – cost and compare them with investment. In ideal case the CBA analysis is positive (in case of leisure trips should be positive always), but in case of mobility trips you can (may) take the above-mentioned benefits into account as well.
 - Investments. Please estimate all necessary costs from the preparation until the realization, start of the services. If you use existing technical solutions you don't have to calculate with their (original) costs.
 - Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools, rental costs, fuel, human resources, administration, marketing etc.
 - Incomes. Please estimate the yearly direct incomes (sales) and the possible (necessary) state subsidies as well.
- Organizational sustainability is essential for the implementation and operation of the services. Please evaluate whether there is / are any organizations which are:
 - Convinced, ready to invest, develop and operate the whole service/offer
 - Convinced, ready to invest, develop and operate parts of service/offer
 - Convinced, but not ready to invest, develop and operate the service/offer
 - The relevant stakeholders (or one of them) needs to be convinced

Final selection

The final selection will be based on two different grids finalized on a later project meeting. One for the sustainable transport and another for the tourism services. In case of both type of services there will be a minimal score under each category which should be reached.

3.1.3.4 *Evaluation template of the “bike and public transport combined travel services” pilot*

Introduction

Title:	<i>Enter the title of the pilot</i>
Partner:	<i>Enter the partner name and number (PPx)</i>
Overview	
Country:	<i>Enter the name of the country(s) where the service was implemented (NUTS1)</i>
Region:	<i>Enter the name of the region(s) where the service was implemented (NUTS2)</i>
Objectives	<i>Add the original objectives of the pilot</i>
Short description:	<i>Maximum 8 lines</i> <i>Add a short description of the pilot. It can be taken from the original template and updated where necessary if more detail is available (e.g. final number of signs installed) or if there were changes made during the implementation period.</i>
Target groups	<i>Add the original target groups</i>
Developer, maintenance	<i>Please indicate who undertook the development in the end and who will maintain the service after the development phase.</i>

The developed services should be evaluated in comparison with existing solutions / competing products and from 2 main perspectives:

3. Competitiveness
4. Sustainability

Evaluation of the competitiveness

Directness (time)	<p>Maximum 10 lines.</p> <p><i>How direct is the trip by bike and Public Transport (PT) compared to existing solutions / competing products. Note that individuals usually make their decision on which mode to take based on the travel time rather than the distance of the travel. This criterion is particularly important for daily mobility.</i></p>
Value (price)	<p>Maximum 10 lines</p> <p><i>Most customers are price sensitive, so the cost of the service compared to exiting solutions / competing products is important.</i></p>
Comfort	<p>Maximum 10 lines</p> <p><i>This category is important but relatively subjective depending on the target groups and the evaluator. It includes the following aspects:</i></p> <ul style="list-style-type: none"> <i>a. The number of changes. Fewer changes among vehicles / transport modes are always better. To change vehicle is not only uncomfortable, but includes the risk of missing the connection.</i> <i>b. Length of time between changes. Very short and very long times for changing services can be problematic as well.</i> <i>c. Quality of the vehicles / rolling stock from the passengers point of view. It includes the outside look, interior design (space for legs, luggage), cleanness. Where there are a variety of classes available in a particular service it is advised to compare the economy / 2nd class and the average vehicle of the users. Only compare the 1st class in case of high quality leisure or mobility offers.</i>

	<p>d. Booking systems are important part of the extended product / offer. The worst case if you can buy the tickets on the spot only, the best case is booking of the whole service as a package on the internet in advance (on a safe, easy to use web-portal), so evaluate the number of the necessary bookings and the comfort of the booking.</p> <p>e. Frequency / timing. Offering frequent services and according to a regular timetable is an asset.</p> <p>f. Connected services. In case of long travel times it is important to have the opportunity to buy food, drink etc. if it is not included in the offer.</p>
Safety	<p>Maximum 10 lines</p> <p>Generally PT is safer than individual traffic. In the case of motorized and non-motorized individual traffic it depends mostly on the road conditions (to simply the evaluation we exclude the impact of the behavior and the quality of the vehicles).</p>
Attractiveness	<p>Maximum 10 lines</p> <p>Attractiveness is extremely important, especially in case of touristic products. The evaluation of the attractiveness is relatively subjective but changing landscapes and individual points of interest can make route more attractive.</p>

Evaluation of the sustainability

<p>Environmental and social sustainability</p>	<p><i>Maximum 8 lines</i></p> <p><i>There are several aspects to take into account:</i></p> <ul style="list-style-type: none"> • CO2 emissions. We advise you to use the WHO HEAT tool to estimate the CO2 savings in case of walking and cycling and to apply the official information of the service provider in case of other means of transport. • Health benefits. It is only possible to have savings in case of active mobility (walking and cycling). The WHO HEAT tool is advised to calculate these benefits as well. <p>You can find the tool here: https://www.heatwalkingcycling.org/</p> <p><i>In order to use the HEAT tool, you will have to be able to estimate the change in walking/cycling levels that your intervention will bring about, either in terms of longer distances, more trips, or longer time spent cycling/walking, or as an increase in the number of cyclists/walkers.</i></p>
<p>Financial sustainability</p>	<p><i>Maximum 8 lines</i></p> <p><i>Financial sustainability – return of investment can be calculated in a simplified way only (taking into account the limited resources of the consortia). We have to reduce it when comparing the yearly incomes – cost and compare them with investment. In an ideal case the CBA analysis is positive</i></p> <ul style="list-style-type: none"> • Investments. Please estimate all necessary costs from the preparation until the realization, start of the services. If you use existing technical solutions you don't have to calculate with their (original) costs. • Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools, rental costs, fuel, human resources, administration, marketing etc. • Incomes. Please estimate the yearly direct incomes (sales) and the possible (necessary) state subsidies as well.

Organisational sustainability	<p style="text-align: center;"><i>Maximum 8 lines</i></p> <p style="text-align: center;"><i>Organizational sustainability is essential for the implementation and operation of the services. Please evaluate whether there is / are any organizations which are:</i></p> <ul style="list-style-type: none"> • Convinced, ready to invest, develop and operate the whole service/offer • Convinced, ready to invest, develop and operate parts of service/offer • Convinced but not ready to invest, develop and operate the service/offer • The relevant stakeholders (or at least one of them) still needs to be convinced
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Overall evaluation

Did the pilot meet the original objectives (see page 1)?	<i>Maximum 8 lines</i>
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Taking the pilot as a basis for future developments, please complete the following table to indicate what you would approach a similar development next time.

Do more (what would you repeat or do more of from the current pilot?)	<i>Maximum 8 lines</i>
Do less (what would you do differently from the current pilot?)	<i>Maximum 8 lines</i>
Stop doing (what would you avoid repeating from the current pilot?)	<i>Maximum 8 lines</i>
Start doing (what new aspect would you introduce?)	<i>Maximum 8 lines</i>

Optional attachments

If during the implementation of the pilot there were changes made to either the location or the design of the signs please attach:

- c) A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed.
- d) Detailed technical description (incl. drawing) how the signs should look like according the national/regional standard and how you plan to integrate the EV signs.

3.1.4 Cycling Friendly Services Pilot

3.1.4.1 Guidelines on the pilot implementation and documentation

The cycling friendly services are usually operated by a NGO or a consortium of different organizations interested in SME development, cycling and tourism. The operator of the implemented pilot quality schemes will be selected carefully in order to ensure the sustainability of the project results.

The documentation delivered by PP3, PP5 and PP6 will include: lists of the potential, selected, and the final 25 (for PP3) or 40 (for PP5 and PP6) trained and qualified cycling friendly service providers, the agenda and presentations of the trainings, and the appointment of the long term management.

3.1.4.2 Template for the cycling friendly services pilot

Title:	<i>Please give a title for the service network (not longer than 1 line)</i>
Partner:	<i>Please indicate the official name, number (PPx) of the partner who submitted the new offer</i>
Overview	
Country:	<i>Please indicate the official name of the country(s) where the service network will be implemented (NUTS1)</i>
Region:	<i>Please indicate the official name of the region(s) where the service network will be implemented (NUTS2)</i>
Short description:	<i>Please describe the service network in maximum 5 lines. Please make in understandable for the first read, what kind of services can be included in the network (accommodation, restaurants, attractions etc.) and</i>

	<i>what are the main conditions to be a member and how it is communicated (logo etc).</i>
Objectives	<i>Please describe in maximum 3 lines clearly what the operator / developer wants to achieve with this network. (For example: to improve the quality of 500 touristic services for cyclists).</i>
Target groups	<i>Please describe in 5 lines who is the main target group / target market of the label of the network. Please indicate the main geographic area of the target market (users) and their main characteristics (geographic and socio-economic segmentation is necessary).</i>
Phase	<i>Please describe the phase of the proposed service network in maximum 2 lines. Please make it clear it is an idea or in the pilot phase already. Please don't submit existing service networks. In case of pilot indicate the timetable how to expand the services/network.</i>
Operator, contact	<i>Please indicate who will be the "operator" (organization) of the "service network" (if there is one). Maximum 2 lines</i>
Cost and benefits	<i>Please estimate the costs of investment, the yearly operational costs, yearly revenues and economic benefits. Maximum 5 lines.</i>

Marketing Analysis I.	
<p>"Product" - detailed description of the services</p>	<p>Maximum 10 lines.</p> <p>Please make clear what kind of services (accommodation, restaurant, attraction, bike repair etc) can be included in the service network and briefly explain what kind of conditions they have to fulfill (safe bike storage / parking, accommodation for one night, repair kit etc.). Please explain how dense the network will be (number of members in each category)? in which geographic area? (will it be a regional or a national network or an extension to a national network) What category the accommodations (stars) and the restaurants (gourmet, simple workers class eatery) belongs to?</p>
<p>"Place" – market analysis</p>	<p>Maximum 10 lines.</p> <p>Please make clear for what kind of cycle tourists you want to promote this network. Where are they coming from? What kind of economic segmentation? (It will have impact on the type of services).</p> <p>What are the other (cycling friendly) networks we are competing with? What is our USP compared with them? Compare the proposed network with the target group (for example international target groups require national level networks, while main target group within the region might be open for a regional network).</p>

Marketing Analysis II.	
Price	<p>Maximum 5 lines</p> <p><i>How much the membership will cost for the service providers? How the price of the membership looks compared with other networks (if there is any)?</i></p> <p><i>How the prices of the services provided by the network members are compared with market prices?</i></p>
Sales	<p>Maximum 8 lines</p> <p><i>How do you want to sell the network membership to the service providers? How do you find them and convince them?</i></p> <p><i>How the customers can buy the services from the members of the network?</i></p>
Promotion	<p>Maximum 10 lines</p> <p><i>What kind of brand or logo you want to use to symbolize the network?</i></p> <p><i>How do you want reach the target groups? Organizing a campaign? Online? Promotion brochures? What are the main messages you would like to pass? How many people you would like to reach?</i></p>

Implementation plan I.	
Detailed description of the technical solution	<p><i>Maximum 5 lines</i></p> <p><i>Please describe actually how the network will function after the members are recruited. How will you control the quality? How will you collect the fee?</i></p>
Actions to take	<p><i>Maximum 8 lines</i></p> <p><i>What is needed in order to install the network? Define the criteria? Define the brand? Elaborate a business plan? Recruit members? Control the members? Manage the network?</i></p>

Implementation plan II.	
Costs and incomes of development and operation	<p><i>Maximum 10 lines</i></p> <p><i>Please describe how much the network developments costs. Please don't forget to estimate the "in-kind" labor cost as well. Please estimate how much the maintenance / running costs will be (including management, promotion etc.) per year. Please estimate how much income it will generate directly per member and summary per year and how much subsidies are needed (if needed).</i></p>
Time plan for the realization	<p><i>Maximum 5 lines</i></p> <p><i>When the realization can start? How long does it take? What are the main obstacles? When the service network can be fully operational?</i></p>
Stakeholders and organisation	<p><i>Maximum 5 lines</i></p> <p><i>Please clarify who will take the lead? Who should initiate/finance the implementation? What are the next steps? How much they are convinced? Who will be the management of the network?</i></p>

Necessary attachments:

- A map showing the area which will be covered by the network of services and the cycle routes along this area.
- List of services and criteria

3.1.4.3 *Methodology for the evaluation of the pilot services*

The elaborated services will be evaluated from 2 main different perspective in comparison with the currently existing alternative solutions / competing products:

- Competitiveness
- Sustainability

Evaluation of the competitiveness

- Value (price). The customers in different segments are more or less price sensitive. The high-income leisure travellers are the least sensitive, the leisure travellers with low income are the most sensitive regarding the prices. Are the services a good value for money for the individual cyclists? Is the network membership financially attractive for the service providers?
- Comfort. Do we have the right services, in the right quality category in a good geographical distribution?
- Attractiveness. Does the network as a brand attractive, sexy and unique enough for the customers and the service providers?

Evaluation of the sustainability

- Environmental and social sustainability. There are several options, criteria to take into account, but we advise you to take into account the following aspects only:
 - Did we chose / prefer local SMEs?
 - Do you take into account the sustainability of the tourism services? (eco hotel labels etc.)
- Financial sustainability – return of investment can be calculated on a simplified way only (taking into account the limited resources of the consortia). We have to reduce it on comparing the yearly incomes – cost and compare them with investment. In ideal case the CBA analysis is positive (in case of leisure trips should be positive always):
 - Investments. Please estimate all necessary costs from the preparation until the realization, start of the service network.

- Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools, rental costs, fuel, human resources, administration, marketing etc.
- Incomes. Please estimate the yearly direct incomes (sales) and the possible (necessary) state subsidies as well.
- Organizational sustainability is essential for the implementation and operation of the service networks. Please evaluate whether there is / are any organizations which are:
 - Convinced, ready to invest, develop and operate the whole network
 - Convinced, ready to invest, develop and operate parts of the network
 - Convinced, but not ready to invest, develop and operate
 - The relevant stakeholders (or one of them) needs to be convinced

3.1.4.4 Evaluation template of the “Cycling friendly service network” pilot

Introduction

Title:	<i>Enter the title of the pilot</i>
Partner:	<i>Enter the partner name and number (PPx)</i>
Overview	
Country:	<i>Enter the name of the country(s) where the service network was implemented (NUTS1)</i>
Region:	<i>Enter the name of the region(s) where the service network was implemented (NUTS2)</i>
Objectives	<i>Add the original objectives of the pilot</i>
Short description:	<i>Maximum 8 lines</i> <i>Add a short description of the pilot. It can be taken from the original template and updated where necessary if more detail is available (e.g. final number of signs installed) or if there were changes made during the implementation period.</i>
Target groups	<i>Add the original target groups</i>
Developer, maintenance	<i>Please indicate who undertook the development in the end and who will maintain the signalization after the development phase.</i>

The developed services should be evaluated in comparison with existing solutions / competing products and from 2 main perspectives:

5. Competitiveness
6. Sustainability

Evaluation of the competitiveness

Value (price)	<p><i>Maximum 10 lines</i></p> <p><i>Most customers are price sensitive, so the cost of the service compared to exiting solutions / competing products is important. Are the services good value for the money for the individual cyclists? Is network membership financially attractive for the service providers?</i></p>
Comfort	<p><i>Maximum 10 lines</i></p> <p><i>Do we have the right services, in the right quality categories in a good geographical distribution?</i></p>
Attractiveness	<p><i>Maximum 10 lines</i></p> <p><i>Does the network have a brand attractive and unique enough for the customers and the service providers?</i></p>

Evaluation of the sustainability

Environmental and social sustainability	<p><i>Maximum 8 lines</i></p> <p><i>There are several criteria to take into account but we advise you to focus on the following aspects only:</i></p> <ul style="list-style-type: none"> • Did the network incorporate local SMEs? • Does it take into account the sustainability of the tourism services? (eco hotel labels etc.)
Financial sustainability	<p><i>Maximum 8 lines</i></p> <p><i>Financial sustainability – return of investment should be calculated in a simplified way only (taking into account the limited resources of the consortia). We have to reduce it when comparing with the yearly incomes – cost and compare them with investment. In an ideal case the CBA analysis is positive</i></p> <ul style="list-style-type: none"> • Investments. Please estimate all necessary costs from the preparation until the realization, start of the service network. If you use existing technical solutions you don't have to calculate with their (original) costs. • Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools, rental costs, fuel, human resources, administration, marketing etc. • Incomes. Please estimate the yearly direct incomes (sales) and the possible (necessary) state subsidies as well.
Organisational sustainability	<p><i>Maximum 8 lines</i></p> <p><i>Organizational sustainability is essential for the implementation and operation of the service network. Please evaluate whether there is / are any organizations which are:</i></p> <ul style="list-style-type: none"> • Convinced, ready to invest, develop and operate the whole network • Convinced, ready to invest, develop and operate parts of the network • Convinced but not ready to invest, develop and operate • The relevant stakeholders (or at least one of them) still need to be convinced

Overall evaluation

Did the pilot meet the original objectives (see page 1)?	<i>Maximum 8 lines</i>
----------------------------------------------------------	------------------------

Taking the pilot as a basis for future developments, please complete the following table to indicate what you would approach a similar development next time.

Do more (what would you repeat or do more of from the current pilot?)	<i>Maximum 8 lines</i>
Do less (what would you do differently from the current pilot?)	<i>Maximum 8 lines</i>
Stop doing (what would you avoid repeating from the current pilot?)	<i>Maximum 8 lines</i>
Start doing (what new aspect would you introduce?)	<i>Maximum 8 lines</i>

Optional attachments

If during the implementation of the pilot there were changes made to either the location or the design of the signs please attach:

- e) A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed.
- f) Detailed technical description (incl. drawing) how the signs should look like according the national/regional standard and how you plan to integrate the EV signs.

3.1.5 Usage Monitoring Pilots

3.1.5.1 Guidelines on the implementation of counters

The project partners will ask for permission from landowners to install the counters and to conduct the surveys. The partners will sign long term contracts for the maintenance of the counters.

3.1.5.2 Template for the counters and survey pilots

Title:	<i>Please give a title for the pilot (not longer than 1 line)</i>
Partner:	<i>Please indicate the official name, number (PPx) of the project partner</i>
Overview	
Country:	<i>Please indicate the official name of the country(s) where the pilot will be implemented (NUTS1)</i>
Region:	<i>Please indicate the official name of the region(s) where the pilot will be implemented (NUTS2)</i>
Short description:	<i>Please describe the pilot in maximum 5 lines. Please make it understandable for the first read, what kind of and how many counters will be installed, and what kind of and how many interviews/survey will be undertaken.</i>
Objectives	<i>Please describe in maximum 3 lines clearly what you want to achieve with this pilot (For example: to prove the potential of the route as a tourist destination, number of cyclists, characteristics of the cyclist, economic impact, etc).</i>
Target groups	<i>Please describe in 5 lines who is the main target group of the pilot</i>

Phase	<i>Please describe the state of realization of the proposed pilot in maximum 2 lines. Please make it clear if it is an idea or in the pilot phase already. Please indicate the timetable how to implement the counters/surveys</i>
Operator, contact	<i>Please indicate who will be the “operator” (organization) of the pilot Maximum 2 lines</i>
Cost and benefits	<i>Please estimate the costs of investment, the yearly operational costs and benefits. Maximum 5 lines.</i>

Marketing Analysis I.	
<p>"Product" - detailed description of the pilot</p>	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear what kind of counters will be installed, and what kind of surveys you want to implement. Please explain how many counters will be installed and in which type of location? (Urban areas, countryside, etc.)</i></p> <p><i>Please also indicate the exact location for the counters.</i></p>
<p>"Place" – market analysis</p>	<p><i>Maximum 10 lines.</i></p> <p><i>Please make clear what kind of information you want to collect and which kind of analysis you want to carry out with the data from the counters and surveys.</i></p> <p><i>How is this information and analysis going to help you to improve your products and to market your destination in a more targeted way? How are you going to link it to other data collection initiatives?</i></p>

Marketing Analysis II.	
Price	<p><i>Maximum 5 lines</i></p> <p><i>Are you going to sell the data you collect (only the processed data or also the raw data)? What will be the price and how does it compare to similar initiatives?</i></p>
Data processing	<p><i>Maximum 8 lines</i></p> <p><i>How do you plan to process the data you are going to collect through the counters and surveys? Which kind of key indicators will you establish? What kind of analysis are you going to carry out and which methodology will you use? Are you going to work together with a research institute, consultancy or similar? How are you going to ensure your data is compatible with similar initiatives elsewhere (e.g. using the EuroVelo guidelines for monitoring)</i></p>
Data presentation	<p><i>Maximum 10 lines</i></p> <p><i>How are you going to present the data and the results of your analysis?</i></p> <p><i>Are you going to set up a website with real time information from the counters or are you just going to publish the processed data? Are you going to publish regular reports on the development of your key indicators? If you decide to sell the data, how are you going to make it informative and attractive for the potential buyers?</i></p>

Implementation plan I.	
Detailed description of the technical solution	<p><i>Maximum 5 lines</i></p> <p><i>Please describe actually how the counters will be installed and how they will be maintained. How are you going to organise the surveys (how often, with technical support (tablets), papers handed out to cyclists...)?</i></p>
Actions to take	<p><i>Maximum 8 lines</i></p> <p><i>What is needed to install the counters (special permits etc)?</i></p>

Implementation plan II.	
Costs and incomes of development and operation	<p><i>Maximum 10 lines</i></p> <p><i>Please describe how much the counters and surveys will cost. Please estimate how much the maintenance / running costs will be (including regular surveys etc.) per year. Please estimate how much income it will generate directly per year in case you decide to sell the data and how much subsidies are needed (if needed).</i></p>
Time plan for the realization	<p><i>Maximum 5 lines</i></p> <p><i>When the realization can start? How long does it take? What are the main obstacles? When the counters can be fully operational and when will the first survey results be available?</i></p>
Stakeholders and organisation	<p><i>Maximum 5 lines</i></p> <p><i>Please clarify who will take the lead? Who should initiate/finance the implementation? What are the next steps? How much they are convinced? Who will be the manager of the counters and surveys?</i></p>

Necessary attachments:

- A map showing the area which will be covered by the counting system, the exact location of the counters and surveys and the cycle routes along this area.

3.1.5.3 Methodology for the evaluation of the pilot services

The elaborated services will be evaluated from 2 main different perspective in comparison with the currently existing alternative solutions:

- Cogency, coherence and competitiveness
- Sustainability

Evaluation of cogency, coherence and competitiveness

- Cogency: The design of your monitoring pilot should be plausible and logic. This concerns for example the placement of counters along the cycling routes, the timing of surveys, etc.
- Coherence: The key performance indicators you develop and the analysis you want to carry out should be based on and give valuable input for your overall marketing strategy and help you to adjust and target your offer. The data you produce should be comparable to similar data collection initiatives and it should be possible to integrate it into the planned EuroVelo cycle tourism data observatory.
- Competitiveness: You should show that you are implementing the most cost-effective solution for your monitoring pilot. In case you are opting for selling the data, you should prove that your data offer is attractive for potential clients.

Evaluation of the sustainability

- Environmental and social sustainability. There are several options, criteria to take into account, but we advise you to take into account the following aspects only:
 - Did we chose / prefer local SMEs and research institutions (if possible)?
 - Can your counters be installed with minimal environmental damage, especially if they are located in protected areas? Are they robust and long-lasting?
- Financial sustainability:
 - Investments. Please estimate all necessary costs from the preparation until the realization of the monitoring pilot.

- Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools like counters, rental costs, human resources (especially for the surveys), administration, analysis of the data, production of reports, marketing in case you decide to sell (part of) the data etc.
- Incomes. Please estimate the yearly direct incomes (sales in case you decide to sell (part of) the data you produce) and the possible (necessary) state subsidies as well.
- Organizational sustainability is essential for the implementation and operation of the monitoring pilots. This means that the collection, analysis and regular reporting of the data should be ensured for at least several years in the future.

3.1.5.4 *Evaluation template of pilot counters and surveys along EuroVelo routes*

Introduction

Title:	<i>Enter the title of the pilot</i>
Partner:	<i>Enter the partner name and number (PPx)</i>
Overview	
Country:	<i>Enter the name of the country(s) where the pilot was implemented (NUTS1)</i>
Region:	<i>Enter the name of the region(s) where the service was implemented (NUTS2)</i>
Objectives	<i>Add the original objectives of the pilot</i>
Short description:	<p style="text-align: center;"><i>Maximum 8 lines</i></p> <p><i>Add a short description of the pilot. It can be taken from the original template and updated where necessary if more detail is available (e.g. final number of signs installed) or if there were changes made during the implementation period.</i></p>
Target groups	<i>Add the original target groups</i>
Developer, maintenance	<i>Please indicate who undertook the development in the end and who will maintain the service after the development phase.</i>

The developed services should be evaluated in comparison with existing solutions / competing products and from 2 main perspectives:

7. Methodology, coherence and competitiveness
8. Sustainability

Evaluation of the competitiveness

Methodology	<p>Maximum 10 lines.</p> <p><i>The design of the monitoring pilot should be plausible and logic. This concerns for example the placement of counters along the cycling routes, the timing of surveys, etc.</i></p>
Coherence	<p>Maximum 10 lines</p> <p><i>The key performance indicators you develop and the analysis you want to carry out should be based on, and give valuable input for, your overall marketing strategy and help you to adjust and target your offer. The data you produce should be comparable to similar data collection initiatives and it should be possible to integrate it into the planned EuroVelo cycle tourism data observatory.</i></p>
Competitiveness	<p>Maximum 10 lines</p> <p><i>You should show that you are implementing the most cost-effective solution for your monitoring pilot. In case you are opting for selling the data, you should prove that your data offer is attractive for potential clients.</i></p>

Evaluation of the sustainability

Environmental and social sustainability	<p><i>Maximum 8 lines</i></p> <p><i>There are several criteria to take into account but we advise you to focus on the following aspects:</i></p> <ul style="list-style-type: none"> • Were local SMEs and research institutions involved (if possible)? • Can your counters be installed with minimal environmental damage, especially if they are located in protected areas? Are they robust and long-lasting?
Financial sustainability	<p><i>Maximum 8 lines</i></p> <p><i>Financial sustainability – return of investment can be calculated in a simplified way only (taking into account the limited resources of the consortia). We have to reduce it when comparing the yearly incomes – cost and compare them with investment. In an ideal case the CBA analysis is positive</i></p> <ul style="list-style-type: none"> • Investments. Please estimate all necessary costs from the preparation until the realization of the monitoring pilot. • Costs. Please estimate all relevant yearly operational costs including the depreciation of the technical tools like counters, rental costs, human resources (especially for the surveys), administration, analysis of the data, production of reports, marketing in case you decide to sell (part of) the data etc. • Incomes. Please estimate the yearly direct incomes (sales in case you decide to sell (part of) the data you produce) and the possible (necessary) state subsidies as well.
Organisational sustainability	<p><i>Maximum 8 lines</i></p> <p><i>Organizational sustainability is essential for the implementation and operation of the monitoring pilots. This means that the collection, analysis and regular reporting of the data should be ensured for at least several years in the future.</i></p>

Overall evaluation

Did the pilot meet the original objectives (see page 1)?	<i>Maximum 8 lines</i>
----------------------------------------------------------	------------------------

Taking the pilot as a basis for future developments, please complete the following table to indicate what you would approach a similar development next time.

Do more (what would you repeat or do more of from the current pilot?)	<i>Maximum 8 lines</i>
Do less (what would you do differently from the current pilot?)	<i>Maximum 8 lines</i>
Stop doing (what would you avoid repeating from the current pilot?)	<i>Maximum 8 lines</i>
Start doing (what new aspect would you introduce?)	<i>Maximum 8 lines</i>

Optional attachments

If during the implementation of the pilot there were changes made to either the location or the design of the signs please attach:

- g) A map showing which route will be signed clearly indicating the type of infrastructure used, the type of route (EuroVelo, national, regional, local, connecting) which is signed.
- h) Detailed technical description (incl. drawing) how the signs should look like according the national/regional standard and how you plan to integrate the EV signs.

3.2 Methodology for evaluating the project

3.2.1 Monitoring form

The transition from one module to another requires that the ongoing module is well implemented and that a number of conditions are met to move towards the next module. This process requires anticipation work because difficulties met in achieving a first module may have direct consequences on the implementation of the following ones (partnership, organization, budgets, skills, goals, etc.).

The "monitoring form" should allow the external expert and project partners to monitor the implementation of the module and anticipate potential difficulties. In particular the form should help to:

- check that the module is implemented in accordance with the framework set out in the application form
- anticipate potential bottlenecks
- ensure that the activities of the ongoing module are well implemented and that the project can move towards the next module

The external expert is in charge of filling out the monitoring form. To be useful and effective, the form shall be completed by taking the situation and the comments of each project partner into account.

Partners and external experts will specify how the form shall be used (completion of a form for each monitoring committee, at key implementation steps, at mid-term, etc.) at the start of the project. This timing is particularly important since the forms will foster exchanges and discussions between the partners for the proper achievement of the project. The form must not only be drafted to describe a situation, but also to anticipate potential difficulties and take the necessary actions at key stages of the project.

The only obligation for partners and the external expert is to provide the Joint Secretariat with a monitoring form one month before the start of a new module in order to inform the programme authorities about the progress of the project.

The monitoring form that must be filled by the partners can be found in the annexes of this Project Methodology.

3.2.2 Methodology for the Project Evaluation Reports

3.2.2.1 *About the workflow*

The project evaluation reports will be published overall four times. Before the prepared reports, the partners of the project will receive two documents. Filling in the “questionnaire” is compulsory for each partner in a detailed way to collect all the needed information. After the collection of both documents, the external expert will summarize the received feedbacks, and will prepare the evaluation report for the Lead Partner.

The main results, recommendations (if any) and key findings of the project evaluation report will be shown during the next partner or steering committee meeting. If necessary, the lead partner can initiate internal discussions between the partners (just in case).

Tasks / Activity	Deadline
Methodology and 1st evaluation report	15.10.2018
2nd evaluation report	15.04.2019
3rd evaluation report	15.08.2019
Final evaluation report	15.12.2019

The results of the project evaluation report will support the whole partnership to implement the project and fulfil the outputs of the project in a good quality according to the timeframe. The document will be sent out 4 weeks before the deadline of the evaluation report, and the project partners have 2 weeks to fill in the excel sheet. It is important to write accurately and clearly so that the reports by the partners can easily be understood and are not misleading.

In case there are any changes during the implementation of the project, which has a direct or indirect impact on the outputs and deliverables regarding the MEDCYCLETOUT project, the lead partner should modify the content of the 2 documents (detailed information below), which will be sent out to the partners appr. 3 weeks before the finalized project

evaluation report. The external expert who is responsible for the project evaluation report will be notified by the lead partner.

3.2.2.2 Needed documents to be filled in by the project partners

To achieve these goals mentioned above, and to achieve a usable and valuable partner evaluation report, two documents were prepared together with the project evaluation report methodology:

- Annex 1: The Project evaluation form (to be filled in by all partners);
- Annex 2: the self-evaluation form of the project outputs (to be filled in by the responsible partner for each output).

Both documents are compulsory to be filled in by the responsible partners. These documents are the most important basis of the evaluation report.

Project evaluation form:

This document contains all the information on work package and activity level in a quantitative manner: all the outputs and deliverables will be presented in this document. The partners can report which activities were already accomplished and which are in progress. All activities are assigned with deadlines according to the application form. It is not only a quantitative measurement, the document will collect valuable information about the qualitative background of the implementation: lessons learned, challenges, success factors, impacts, stakeholder involvement etc. It is also a good platform to ask for help from other partners or experts, and it will be a feedback for the lead partner about the status of the project activities.

A	B	C	D	E	F	G
#	Activity/deliverables	Responsible partner	End Date	Status (finished, work in progress, later)	Comments regarding the implementation of the activities (lessons learned, challenges, success factors, impacts, stakeholder involvement etc.)	Is the implementation of the respective activity/deliverable in line with the originally foreseen project objectives/results? 1 - 5: from low contribution to complete satisfaction
1						
21	Act 3.4. Bike and public transport pilots along the Mediterranean route	PP2, PP4, PP5, PP18	05/2018			
22	D 3.4.3. Cyprus bike and bus pilot activity documentation Feasibility study (20-50 page), pictures, Final report (10 page)	PP2	12/2017			
	Act 3.5. Signing pilots along the Mediterranean route		05/2018			

Each partner can find the related worksheet below by partner number and abbreviation of its organization, which includes only those activities (and deliverables in some cases) where the partner is affected. The first two columns contain the number and the name of activities/deliverables (for example Act 3.4 or D 3.4.3), in the next two columns the responsible partner and its end date are shown according to the application form.

The following five columns have to be filled in by the partners. First of them (column E) is about the status of the related activity (finished, in progress,

later), two others required to give values on a scale from 1 to 5 (column G and H), where 1 is the lowest satisfaction grade, 5 is the highest. In case of the remaining two questions (column F and I) more specified answers are needed: one of them asks for feedbacks and experience about the implementation of the named activities/deliverables (for example what kind of problems, difficulties, challenges have you faced during the implementation; what kind of impacts observed; which were the main success factors; how the stakeholder involvement works etc.), while the other one gives opportunity to name those work packages, activities, fields of work where you would require more support (from the lead partner and the work package leaders or the other partners). In this case please do not forget to mention the type of the needed support.

One sheet belongs to each respective partner in the excel file. The partners are obliged to update the documents according to the deadlines of the project evaluation reports (4 times).

Self- evaluation form of the project outputs:

The self-evaluation form of the project outputs (project results) will be used as an assessment of the MEDCYCLETOUT project. It means it will be filled in only by the responsible partners of each outputs.

It is important because the quality of the production and the reporting of outputs will be closely checked and supervised especially for those that are meant to be computed as indicators. The quality standards will be checked according to documents and deliverables supplied during the reporting procedure. If the deliverable is not sufficient, the quality of the outputs will be discussed between the project lead and the JS as part of the progress report and payment claim procedure. This means it is a common importance to develop as good quality outputs as possible to avoid decommitment by the JS and to achieve the required number of outputs.

This document is an essential part of project implementation and addresses all project partners and their respective inputs, deliverables and outputs. The evaluation of the project outputs is crucial, without quality validation of the outputs, expenditure cannot be reimbursed.

Output title:	
Summary of the output (max. 2000 characters) Please provide specific details of the implemented output (more than in the AF), e.g. any details about its scope, the process of output elaboration, etc.	
Contribution to the project objectives (max. 1500 characters) Please make a reference to chapter 2.1 and of the AF, and describe the connection and contribution of the output to MEDCycleTour's objectives	
Impacts (on transnational/national/regional level, direct/indirect, max. 1500 characters) Please describe broader impacts that can expected after the delivery of the output.	

3.2.2.3 The Project evaluation report

The project evaluation report will have the same structure for each report. The report will be around 8-12 pages and will contain all important results and comments which are based on the feedback of the partners. The planned structure of the evaluation document:

- Short summary from the previous partner meeting

The project evaluation report will contain the short summary of the last steering meeting and the main findings from the previous partner meetings. The meeting minutes, the application form and the partner reports will be the main source of this chapter.

- Results of the self-assessment sheet (annex 1)

This chapter will present the actual status of the project implementation: which partner activities are delayed, which are in line with the application form? This chapter will contain comments on the activities by the partners and will contain helpful information to the partners.

- Results of the self-evaluation form of the project outputs (annex 2)

This chapter will include a short description regarding the finalized and reported project outputs. This will support the lead partner during the project progress report and will help to avoid questions and comments from the JS related to the developed outputs.

- Key findings, recommendations

The project evaluation report will be finished with a bunch of suggestions, recommendations and useful tips regarding the actual project implementation activities. What should the partners do to achieve more effective results? What should they do to avoid problems? What should we do to enhance the stakeholder involvement during the expert workshops? Etc.

The lead partner of the MEDCYCLETOUT project will validate each partner evaluation report. After the validation, the lead partner has the rights to distribute the documents to the work package leader and the project partners during the partner meetings / steering committee meetings or via e-mail. Through the given communication channel, the partners can update or can comment the status of the project implementation or the evaluation of the MEDCYCLETOUT project.

3.3 Methodology for transferring knowledge/know-how/expertise

3.3.1 Organisation of study tours

There will be 8 study tours with 7 participants each, totalizing a number of 56 participants overall.

All travel costs, including at least one overnight stay per participant, will be covered by the relevant project partner.

3.3.2 Improvement of policies in favour of cycle tourism

In order to draft the policy paper, which is the final output of the MedCycleTour project's capitalisation activities, four policy factsheets will be created. Each factsheet will be a key tool for an integrated lobby and advocacy activity addressed to the different Euro-Mediterranean policy-makers and will contribute to the final policy paper drafting.

The outputs to be developed are:

a) Four policy factsheets, one per hot topic, on:

- Monitoring the sustainability of tourism
- Reducing the environmental-cultural-social impacts of tourism
- Ensuring sustainable and responsible growth and prosperity
- Governance mechanisms to guide stakeholders towards sustainable and responsible tourism

b) A policy paper

To do so, four capitalisation working groups (WG) will be created, one per hot topic, and each WG will develop one factsheet.

Each WG will be composed by 12-15 participants. Ideally, the participants of the WG will be the same from the beginning to the end. Each working group (WG) will be composed of 4 kinds of actors:

- MP representatives;
- Capitalisation experts;

- External experts; and
- Policymakers.

All along the process, the partners involved will help identifying the policies to be targeted, how to match projects outputs with potential targets at regional/national level, etc.

3.4 Methodology for the survey and evaluation of the Mediterranean Route

3.4.1 Introduction

As part of the MED8 project, most of the project partners are expected to map and survey the route of EuroVelo 8 – Mediterranean Route in their countries/regions.

In order to achieve this project deliverable, the project partners involved in the route surveying will receive a training in Seville, organised by the ECF, on the 'European Certification Standard' Manual and the software for the data collection in the field.

The partners involved in this activity (and the geographical coverage) are:

- Alpes Maritimes Region (France)
- Andalusia Region (Andalusia)
- Cataluña Region (Catalonia)
- Croatian National Tourism Organisation (Croatia)
- Cyprus Tourism Organisation (Cyprus)
- Friuli Venezia Giulia Region (Friuli Venezia)
- Koper (Slovenia)
- Province of Mantova (Mantova)
- Western Greece Region (Western Greece)
- With support from the European Cyclists' Federation (ECF)

They will be in charge of the data collection (survey of the route, mapping and GPX track recording).

3.4.2 Material needed for the survey

Obligatory material:

- European Certification Standard Manual
- European Certification Standard app (make sure you have downloaded the latest version)
- GPS for the mapping (Garmin or similar)

Supportive Material (optional):

- Voice recorder for additional comments
- Notebook
- Photo camera

3.4.3 Time schedule for the survey

Partners should start to collect the data as soon as possible (summer 2017). The task should be completed before the next project meeting in October.

Before starting to collect the data, a skype meeting with ECF must take place in order to discuss details.

Each partner must send to ECF beforehand a plan for the data collection:

- Start point and date
- Number of sections (start and end point of each daily section)
- Any questions that you might have about the app/manual use

3.4.4 Methods and steps

Collecting information:

- Field work- visiting every section of the route and documentation (pictures, notes)
- Internet search
- Writing route section questionnaire (reports)
- Maps and/or GIS applications for finding the alternative routes and documentation (Google map).
- Bilateral discussions and interviews with the local, regional, national stakeholders.

Evaluation of the status – national report first version:

- Analysis of the collected data based on the common methodology
- Bilateral discussions and interviews with the local, regional, national stakeholders (ended with notes).
- Elaboration of the first version of the national status report on the following fields (for details see 2.6.), based on the common methodology:

Elaboration of the final National Reports:

- Organisation of bilateral meeting interviews with the most important stakeholders
- Elaboration of the final version of the national status report on the following fields (for details see 2.6.), based on the common methodology.

3.4.5 The existing routes - the infrastructure

This activity set will involve collecting and analysing information about the:

- Existing and potential public roads, cycle lanes, cycle paths, agricultural, forestry, water management roads or developments.
- Existing public transport connections:
 - Train and railways
 - Ferries and ships
 - Bus and coach services
- Existing and planned attractions along the potential routes
- Natural reserves and protected areas
- Special attractions for tourists of historical and cultural interest, like Athens' Acropolis

3.4.6 Existing and planned services

As outlined above, services for cyclists are essential for attracting them, and good quality services will encourage them to return to the trail or encourage others to do so. The program team will collect information on the existing situation with:

- Hotels, camping and other accommodation
- Restaurants, pubs (in case of low density of population shops)
- Bicycle shops, repairing workshops,
- Bicycle rental services,
- Cycling friendly service providers' networks.

3.4.7 Existing marketing – promotional activities and tools

As this programme aims to encourage sustainable tourism, a scope of the existing promotional activities in the region of the Mediterranean Route will be conducted. This will include looking at:

- Existing package tours and offers for cycling tourists
- Printed materials such as brochures, maps etc.
- Websites
- Events

3.4.8 Organisations and financial resources

This component of the research, aiming to establish the baseline at the outset of the programme, will include the identification of:

- Name and responsibility of the relevant regional and/or national stakeholders.
- Existing financial resources and motivation of the stakeholders.

3.4.9 Structure and format of the national status report

a) Background (maximum 2 pages!)

- Mission of the project and objectives of the national status report
- Organisation (related to the project)
- Short methodology (simple description of how it was done)
- Overview of the sections (1 separate page)

b) Routes – infrastructure (maximum 1 page, summarising the current conditions) (Please add pictures to the text!)

- Existing route infrastructure
- Planned routes infrastructure (in the pipeline already – not what we propose!)
- Critical sections

c) Services (maximum 1 page, summarising the current conditions) (Please add pictures to the text!)

- Existing services
- Planned services (in the pipeline already – not what we propose!)
- Critical deficiencies

d) Marketing – promotion (maximum 1 page, summarising the current conditions) (Please add pictures to the text if there is any!)

- Existing promotion tools
- Planned promotion tools (in the pipeline already – not what we propose!)
- Critical deficiencies

e) Organisations and financing (maximum 1 page, summarising the current conditions)

- Existing organisations for development and maintenance
- Potential organisations for development and maintenance
- Existing financial resources

f) Description of the route conditions by section (1 page per section, describing the current conditions) (Please add pictures to the text!)

- Route infrastructure
 - Signposting
 - Public transport connections
 - Services
- Promotion, marketing
- Organisations - financing

g)Summary (maximum 1 page)

3.5 Methodology for the coordination of action planning

3.5.1 Steps of the coordination

It is important to remember that the activities in the national action plans should be planned to ensure that they connect and contribute to the development of EuroVelo 8 as a transnational European route. The transnational element of EV8-MR is an important basis for the success of the route as a tourism product and new developments should foster this aspect. PP1 ECF will additionally be preparing an updated transnational action plan based on the national action plans to further emphasize the connection at this level.

3.5.1.1 Organize national workshops in every country

- Prepare the agenda – tasks and responsibilities in the focus
- Send invitations (by email)
- Provide meeting room and equipment (flip chart, projector)
- Provide catering and arrange the registration
- Present the national report final version and proposed tasks
- Moderate, facilitate the workshops - Draft definition of the tasks, actions, responsible organizations
- Write the minutes, conclusions

3.5.1.2 Elaborate the first version of the National Action Plan

- Organize bilateral meetings interviews with the most important stakeholders
- Keep bilateral contact with the transnational partners
- Elaborate of the first version of the national action plan on the following fields, based on the common methodology:
- Proposed routes - infrastructure and the necessary developments
- Services – lack of services compare with the needs
- Proposed marketing – promotion activities, definition of the markets
- Organizations, financing resources – responsibilities.

3.5.1.3 Elaborate the final National Action Plan

- o Organize bilateral meeting interviews with the most important stakeholders
- o Keep bilateral contact with the transnational partners

- Elaborate the final version of the national action plan on the following fields, based on the common methodology:
 - Proposed routes - infrastructure and the necessary developments
 - Services – lack of services compare with the needs
 - Proposed marketing – promotion activities, including precise definition of the target markets and the promotion tools
 - Organizations, financing resources – network of the responsible stakeholders.

3.5.2 Structure of the National Action Plan

- Table of content
 - Background (maximum 2 pages!)
 - Mission of the project, objectives of the national status report connection to transnational route (centralized content – comes from ECF)
 - Organization nationally and transnationally (centralized content – comes from ECF)
 - Short methodology (simple description what did you do to define the actions for example: national workshops bilateral interviews etc.)
- Overview of the sections (1 separate page):
 - Routes – infrastructure development actions (summary minimum 1 – maximum 2 pages)
 - Current situation (Do not repeat the whole description from the status report! Only few sentences with the most important findings!)
 - 1.1.- 1.6. Proposed infrastructure development activities (what kind of actions are needed and how much – only a very short explanation is required: indicators without methodology,). This should be organized in: work packages (actions, estimated budget, proposed partners, financing)
 - Short-term
 - Medium-term
 - Long-term
 - Services development actions (summary minimum 1 – maximum 2 pages)
 - Current situation (Do not repeat the whole description from the status report! Only few sentences with the most important findings!)
 - 2.1. -2.2. Proposed service development activities (what kind of actions are needed and how much – only a very short explanation is required: indicators, without methodology). This should be organized in: work packages (actions, estimated budget, proposed partners, financing)

- Short-term
 - Medium-term
 - Long-term
- Marketing – promotion actions (summary minimum 1 – maximum 2 pages)
 - Current situation (Do not repeat the whole description from the status report! Only few sentences with the most important findings!)
 - Proposed target groups and target markets
 - 3.1 - 3.3. Proposed promotional activities, including involvement of CCLs (what kind of actions are needed and how much - indicators without methodology), organized in work packages (actions, estimated budget, proposed partners, financing)
 - Short-term
 - Medium-term
 - Long-term

3.5.3 Annexes

3.5.3.1 *Instructions for Action Planning*

- To prepare the national action plan, please use the format (structure and content) that was presented at the Workshops and that is included above.
- We expect the AP ins word documents and an xls “AP.xls” to summarize the activities.
- Please submit the AP word document, APs xls and each annex in a separate word document.
- The xls file “AP” includes three sheets. One for the local actions (“SectionXactions”) and another one for the national / regional actions and one summary. Please multiply the sheet for the local actions by sections and indicate the number of the section in it.
- On the following pages you will find the description of the different possible actions to improve the conditions on your section. You do not have use them all, please use only those which you consider necessary. The names of actions are underlined. Do not write the name of the category or subcategory, but please place the actions into the right category.
- You may have a special annex for all the necessary connecting developments, so please describe only those activities which are listed below and are strictly connected to cycling. The annex “Connecting Actions” is not obligatory, but if you consider any necessary development activity which is essential for the success of the VRF, but not only or mainly not serving the cyclists / cycling tourists, please describe them in that annex.

- Please check the pictures to find the right category of the action. If you cannot identify the right action or it is completely mixed (and cannot be defined under one special action) please use the general actions (if they are on the menu). The general actions (if there are any) are mentioned after the individual actions.
- Please avoid planning new segregated infrastructure and use the existing facilities as much as possible. Consider last the off-carriageway cycling facilities and try to solve the road safety issues by traffic calming / reduction on existing roads (if there are not any existing segregated cycling facilities).
- Please try to find the unit price of each action in your country and apply it. For example: construction of a segregated cycle path_in Hungary costs 120.000 Euro / km. For each action please include all costs (works, material, VAT and other taxes etc.).
- Please prioritize the actions using "high", "medium", "low" priority categories only. Actions to solve "inappropriate" conditions are always high priority! Actions to improve from "good" to "excellent" should always be low priority. In between these two categories, it depends on your judgment and the opportunities. Please avoid having too many high priority or low priority actions as well!
- Please categorize the actions according the period of implementation. Please use the following implementation periods:
 - Short term 2017 - 2020
 - Mid-term 2021 - 2025
 - Long-term 2025 - 2030
- Please use the period when most of the action has to be undertaken.
- Please take into consideration that:
 - The design of any construction works needs at least 0,5 - 1 year,
 - Awarding subsidies 0,5 - 1 year (depending on the calls, if you intend to use EU or national funds),
 - Public procurement 0,5 year, construction works 0,5 – 1 year.

It means at least 1,5 years but can be 3 years even if the decision is made already!
- For each action make a clear distinction between the local actions (by section) and the regional / national actions. Please write each action only once per section or once on the regional/ national sheet in xls file Summary Actions. Please do not duplicate them. For example: the construction works, surface improvements, marking – signposting tasks are always local actions even when they are made / coordinated / co-financed by regional and national authorities. The standardization, labeling etc. are always national or regional tasks. To help you, I wrote an "L" for local actions "RN" for

regional/national actions and if it can go into both categories (you have to decide), I wrote "L/RN".

- In case of regional actions, please indicate if you have to multiple by region (for example route infrastructure working groups in 3 regions).
- In the word document version of the action plan please summarize every action that is mentioned in the xls but you do not have to go into details!
- Please keep the actions and costs realistic but still ambitious and motivating.

Please consider this action plan as a first plan - the first step of an ongoing planning process. If you do not have all the information currently to specify the activities, please only define the action (and leave the details).

1. Route infrastructure

1.1. Construction works:

In case of any new facilities please inform us if you know about special conditions (like private land to buy; necessary embankments / "cuttings"; or regulations that limit the surface etc.) which will have an impact on the implementation and / or costs (please write this information into brackets after the name of the action in the xls). After the implementation period please calculate with the maintenance costs as well.

- 1.1.1.1 Planning of the construction works. It includes all the masterplans, feasibility studies, technical design and necessary studies (for example because of environmental protection reasons).
- 1.1.1.2. New facilities only for cyclists (and pedestrians)
 - 1.1.1.2.1. Construction of a segregated cycle path. L. Please use this activity if you build a new cycle path even there is an existing trail there but non-asphalted or a solid surface but only for pedestrians. The unit price excludes the price of the land, bridges, pipes, major embankments etc. The price varies from 120.000 Euro / km up to 250.000 Euro / km. See picture 1.
 - 1.1.1.2.2. Construction of a cycle lane. L. The mandatory cycle lane is marked by a continuous line, the surface can be red. The advisory cycle lane is marked by a dashed / broken line. Please use this action only if the surface has to be asphalted (because that part of the road is currently not asphalted). Please use this action as well if the shoulder of the road (outside of settlements) will be asphalted and marked with continuous line. The unit price is similar to 1.1.1.2.1. If there is not any construction work - only painting / signposting - please use action 1.3.1 See picture 2.
 - 1.1.1.2.3. Construction of shared use – cycling and pedestrian path. L. It can be an unsegregated shared use – cycling and

pedestrian path, where cyclists and pedestrian share the same stretch of pavement (See *picture 3a.*) or a segregated shared use – cycling and pedestrian path, where a solid line marked on the ground separates pedestrians and cyclists. (See *picture 3b.*)

- 1.1.1.2.4. If you do not know or you cannot decide which infrastructure type is needed (1.1.1.2.1. or 1.1.1.2.2 or 1.1.1.2.3) please write the general action: Construction of a bicycle path or cycle lane. L.
- 1.1.1.2.5. Construction of a bridge for cyclists and/or pedestrians. L. Please do not list every small “bridge” or “culvert pipe” just mention if you have to cross permanent water or a significant distance (more than 10 m long) / height (more than 2 m high from the ground). If it is necessary to build many bridges please summarize them under one action in the action plan. Please apply this action in case grade separated crossings only if tunnels are not feasible or more expensive (please write this information into brackets after the name of the action in the xls). Please use this action if you have to make construction works to add bike path / lane to existing bridges (please write this information into brackets after the name of the action in the xls).
- 1.1.1.2.6. Construction of a subway / tunnel for cyclists and/or pedestrians. L. Only in case of serious intersections with motorways, high-speed railways, mountains etc. These are the most expensive cycling related infrastructure elements, so please justify it (please write this information into brackets after the name of the action in the xls).
- 1.1.1.3. New facilities mainly for cyclists (and partly for motorized traffic)
 - 1.1.1.3.1. Construction of cycle streets / agricultural / forestry / water management roads. L. A cycle street is legally a public road with mixed traffic. Please place all the “Güterweg” / agricultural road developments into this category as well, if the construction works are mainly justified with cycling. If the street is / will be mostly used by motorized traffic this action is not part of the core action plan, but belongs to the connecting activities! Even you have a currently non-asphalted street / road already and you asphalt the surface mostly because of the cyclists, it is considered as construction works and belongs to this category. The unit prices per km are at least 20% higher as in case of activity 1.1.1.2.1. See *picture 4.*

1.2. Surface improvement (on facilities mainly / only for cycling), traffic calming / reduction with construction works:

The definition and costs of these actions include their planning (i.e. there is not a separate action for the planning).

- 1.2.1. Renew facilities only for cyclists
 - 1.2.1.1. Repair the asphalt / markings of an existing cycle path. L. Please put every action into this category if you have an existing cycle path, but in bad condition, too narrow and you have to improve its surface. See *picture 1*, *picture 3*.
 - 1.2.1.2. Repair the asphalt / markings of an existing cycle lane. L. Please put every action into this category if you have an existing cycle lane, but in bad condition or you have to improve the surface. If you have to renew the asphalt on an existing street and mark a cycle lane on it please use this category as well. See *picture 2*.
 - 1.2.1.G. If you do not know or you cannot precisely define which infrastructure type is there (1.2.1.1. or 1.2.1.2.) please write: Repair the asphalt of a cycle path or cycle lane. L.
- 1.2.2. Renew facilities, improve the surface mainly for cyclists
 - 1.2.2.1. Improve the surface of a non-asphalted, existing cycle street / agricultural / forestry / water management road. L. Please put every action into this category if you have an existing cycle street / agricultural road which is non-asphalted and it is mainly cycling that justifies improving its surface. If the street is mostly used by motorized traffic this action is not part of the core action plan, but belongs to the connecting activities! After the improvement the street / road has to be appropriate for cycling with trekking bike (but not asphalted) even after heavy rainfall (not muddy), with luggage. If you propose to asphalt the surface (and it was not asphalted before) it is considered as construction works and therefore belongs to that category 1.1.1.3.1.! If it is asphalted currently and you just repair the asphalt this the right category. The unit prices are various 5.000 Euro / km (new, slight covering gravel for the problematic section of the road) to 100.000 Euro / km (new top asphalt layer). See *picture 4*.
 - 1.2.2.2. Improve the surface of the shoulders. It can be necessary if the public road is narrow or the traffic is only increasing temporarily or on long section, where segregated cycle path or cycle lane would be too expensive or the shoulder is in bad condition. If you asphalt the surface of the non-asphalted shoulder please place it under 1.1.2.1. "construction of a cycle lane".

1.3. Signposting, marking and traffic calming / reduction without construction (for any type of cycling infrastructure)

The costs of these actions include their planning as well.

- 1.3.1. Cycle lane marking. L. Existing asphalted streets / roads can be marked as cycle lane for cyclists without construction works, if the road is wide enough and the quality of the surface is good enough as well. The unit price varies from 2.000 to 5.000 Euro /km. See *picture 2*.
- 1.3.2. Shared lane marking. L. Existing asphalted streets / roads can be marked for cyclists with a bicycle logo and arrow on the ground. The unit price varies from 2.000 to 5.000 Euro /km. See *picture 5*.
- 1.3.3. Traffic calming / reduction. L. The main traffic calming measures are narrowing the carriageway and creating speed reduction facilities. This should be done in a bicycle-friendly manner. See *picture 6*.
- 1.3.4. Signposting. Please indicate the full length of the affected sections. Please identify it per section in the xls. The orientation / informational signposting is not included in the above-mentioned works, marking, surface improvement etc. (1.1. – 1.3.3). The unit prices include the planning, production, installation of the signs.
 - 1.3.4.1. EuroVelo signposting in addition to the existing national / regional signs. L. See *picture 7*. It presupposes that the route is signposted with national / regional signs. The solutions are various from a sticker to an additional sign on the existing pillars.
 - 1.3.4.2. Complete, new signposting including EuroVelo signs. L. See *picture 8*. It includes the complete signposting of the route, not only the EuroVelo signs, but with the national / regional signs as well. It excludes the additional informational signs (see 1.3.4.3.). The unit price varies from 100 Euro /km to 1.000 Euro / km. In urban areas significantly higher!
 - 1.3.4.3. Additional informational signposting. This kind of signposting will show the attractions, services in the environment of the route. L.

1.4. Public transport connection improvement

- 1.4.1. Establish bike storage capacity on railway / bus stations. L. Please add only to sections (not as regional activity). 1 unit means 1 bike rack (for max. 2 bikes). The unit price includes planning, production and installation. The unit price varies from 500 up to 1.000 Euro (in case of covered facility with surveillance / CCTV).
- 1.4.2. Improve bike transportation capacity on PT, RN. Please add only as a regional / national activity and indicate (in brackets) as a

minimum the type of the PT and the necessary capacity (if you can) (for example Sopron – Budapest railway connection: 10 new bike carriage capacity required on 4 trains each direction per day). The unit price covers turning one vehicle (wagon, bus), so that it can accommodate 2-4 bicycles. This costs 1.000 – 4.000 Euro / vehicle. You can use this activity to (temporarily or more permanently in the case of special target groups) to avoid some sections where there are bad route conditions (traffic, mountains etc.). Actions that are generally needed for the improvement of the public transport connections (for example 2 new public bus connections between 2 towns in each direction) have to be defined among the connecting activities not in the core action plan!

- 1.4.3. Improve bike transportation conditions on PT. RN. Please add only as regional / national activity and indicate (in brackets) the type of the PT and the necessary changes (for example reduce the unfair price / regulation limiting bikes carriage on the Sopron – Budapest railway line).

1.5. Standardisation

- 1.5.1. National / regional standard for cycling infrastructure. RN. If there is not a national / regional standard it is necessary to develop one (based on the EuroVelo standards) and approve it. It has to define the adequate infrastructure types in the most important circumstances (like the level of the motorized traffic, pedestrians, cyclists, the speed of the motorized traffic etc.), the physical parameters of the infrastructure etc. National standard means regulations accepted by relevant national authorities. This activity can mean the revision of the national standards too. This activity can be considered as connecting activity as well - the decision depends on the planners.
- 1.5.2. Handbook for maintenance works and monitoring. RN. If there is not a national / regional standard it is necessary to develop one (based on the EuroVelo standards) and approve it formally. It has to define the level of expected services as well as the tasks required to maintain the route (including signposting and monitoring). In order to provide consistent road conditions and quality, a trans-national manual has to be elaborated and accepted.

1.6. Monitoring

- 1.6.1. Automatic counters. L. It is important to define those key sections where the traffic on the route can be / has to be measured. Please add this action to every relevant section, where you think it would be necessary. Human counters cannot provide accurate

enough results, so we only propose it for preparatory actions (define indicators before the developments). The unit price per counter varies from 2.000 Euro (simple counter, in big quantity) to 7.000 Euro (single counter, with display).

- 1.6.2. Data manipulation, data transfer and verification. RN. This action includes every activity to process and manipulate the result of the counting.

1.7. Maintenance

- 1.7.1. Maintenance of the facilities. L. Please only plan with the maintenance costs of the result of the core action plan! The maintenance and operational costs of the connecting activities have to be identified in the annex of the action plan.
- 1.7.2. Maintenance of the signposting. L./R. Please take care on the national / regional specialties. In some countries the signs have to be replaced before the end of their "natural" lifetimes (because they are stolen!). We recommend implementing this activity on the national or regional level.

2. Services

2.1. Accommodation and food/drink/rest stations

- The actions to improve the general accommodation capacities are not part of the core action plan, but can be defined in the annexes for connecting activities. The only exceptions are:
- 2.1.1. if the accommodation capacity along a given section does not reach the appropriate density. In this case the development of basic accommodation, can form part of the core action plan (L). It is necessary to identify what kind of accommodation and how many units (for example: 3 homestay, with 3*5 bed) is needed, please indicate this after the name of the action. Please take care as the financial support of the development of commercial services is limited in the EU.
- 2.1.2. The actions to improve the general food and drink retail shops, pubs, restaurants etc. capacities are not part of the core action plan, but can be defined in the annexes for connecting activities. The only exception is where these capacities do not reach the appropriate density along the given section. In this case the development of basic retail capacities can be part of the core action plan (L). It is necessary to identify what kind of capacities and how many units (for example: 1 local shop) is needed, please indicate it after the name of the action. Please take care as the financial support of the development of commercial services is limited in the EU.

- 2.1.3. Quality improvement. The actions to improve the general accommodation quality (for example to change 3* hotels to 4*), food and drink retail shops, pubs, restaurants etc. are not part of the core action plan, but can be defined in the annexes for connecting activities. The only exceptions are the special services provided to cyclists:
 - 2.1.3.1. transforming accommodations to cycling friendly, (L) can be part of the core action plan. It is necessary to identify what kind of accommodation and how they can be transformed (for example: establish safe bike storage facilities and / or replace bike repair kits at 10 accommodation provider). Please indicate what is needed after the name of the action (in brackets in case of the xls). Please identify this per section. The development of bike storage facilities costs 500 – 1.000 Euro / unit.
 - 2.1.3.2. transforming retail shops, pubs, restaurants to cycling friendly, (L) can be part of the core action plan. It is necessary to identify what kind of services and how they can be transformed (for example: establish safe bike parking facilities and / or replace bike repair kits at 10 places). Please indicate this after the name of the action (in brackets in case of the xls). Please identify what is needed per section.
 - 2.1.3.3. transforming attractions to cycling friendly, (L) can be part of the core action plan. It is necessary to identify what kind of services and how they can be transformed (for example: establish safe bike parking facilities and / or replace bike repair kits at 10 places).
 - 2.1.3.4. training and awareness raising for the staff of services. (RN) To deal with cyclists, the staff of cycling friendly services can get a short training (basic needs, basic repair, basic expressions in different languages), partly for awareness raising. Please identify this on the national / regional level. The costs mainly means consultancy / salary and travel cost which are very different country by country.
- 2.1.4. Quality control.
 - 2.1.4.1. Label and quality criteria system for cycling friendly services. (RN) It can include marketing plan, design and consultancy work. Please identify it on the national / regional level (not per section).
 - 2.1.4.2. Organize and control the network of cycling friendly services. (RN) It can include exploring the potential services providers, visiting them, controlling their services, agreeing with them and keeping the contact with them. Please identify this on the national / regional level (not per section).

- 2.1.5. Establish rest stations. (L) The services of the rest stations can be provided by local pubs or gasoline stations as well, but if they do not exist and they are not expected to be opened in the near future (far from settlements etc.), we have to provide additional rest stations with protection against sun / rain, toilet facilities and, if possible, running water (or close to a spring). Please ensure that these rest stations reach at least the minimum level. Please try to use renewable resources (solar cells, bio toilet etc.) in order to protect the natural environment. The rest stations can include / integrate landscape art solutions as well. The unit price varies from 5.000 to 10.000 Euro. See picture 9.

2.2. Bike repair, bike rental, pedelec stations

- 2.2.1. Establish bike repair stations. (L) The public bike repair stations can be provided by private companies as commercial services or can be self-service, but always for free and accessible for every user. Please take care though, as financial support for the development of commercial services is limited in the EU. In case of bike repair stations the unit prices are changing from 500 to 2.000 Euro.
- 2.2.2. Establish bike rental stations. (L / RN) It can be justified, if the holiday makers are well represented among the target groups and we would like to attract them to cycle on their holiday. It could be useful in remote areas where it would not be so easy arrive with your own bike. Please justify (if you can) how many units of bicycles and pedelecs would be necessary on that section (for example: 2 station, 2*15 bicycles, 2*3 pedelec). If you would like to organize a network of the stations, to make renting and returning possible in different place you can categorize as regional / national activity as well. The unit price of the bikes starts from 500 Euro, in case of pedelecs the unit prices are between 1.000 Euro and 2.000 Euro.
- 2.2.3. Establish pedelec stations. (L) Pedelecs are a growing segment in cycle tourism in the more developed areas. As a premium service the development of pedelec charging network / stations can be useful.
- 2.2.4. Bicycle centers with complex services. (L). The action is considered local, but the services are provided at least for one section of the route. The services can be different but at least cycling tourism information and basic bike repair kits have to be provided for every cyclist. Additionally food, drinks, accommodation, bicycle rental, advanced bike repair facilities, organization / guiding of tours, luggage transfer etc. can be provided.
- 2.2.5. Help line. (RN). In order to help cyclist in emergency situations telephone help lines and technical rescue services can be developed. The information about the help line and technical

rescue must be placed on the information boards and promotion materials.

3. Marketing, promotion

3.1. Plans

- 3.1.1. Marketing plan for the route. (RN) These plans can include the definition of the marketing mix, a detailed promotion plan, definition of the corporate design of the promotion tools connected to this route and involvement of CCI. If you already have it on the national / regional level please define the actions to integrate this route to these documents / programmes.
- 3.1.2. Regular surveys of the users and market. (RN) These surveys have to be regular (yearly) and can be part of national surveys, but direct questions with current users are important as well.

3.2. Integrated marketing and promotion solutions

Consider the involvement of CCIs in the following actions.

- 3.2.1. Integrate the route into the existing tourism offers. (L/RN) Tour operators are providing offers in the region / country. The route can be an additional programme within the existing offers. These offers are selling products, the cost of integration means consultancy, meetings etc. If they cannot be integrated into existing offers, but are needed, please place under separate solutions.
- 3.2.2. Internet subsite development. (RN) It is proposed to have a special separate subsite / part on the existing national / regional (cycling) tourism portal providing updates, detailed information. The web design, programming, server hosting etc. are eligible costs. This task is always at least on the regional level. See *picture 10*.
- 3.2.3. Integrate the route into guidebooks and maps. (L/RN) The existing or planned guide books and detailed maps have to contain the latest information, precise itinerary and connecting information. These publications are commercial products, so the cost of integration means consultancy, meetings etc. If they cannot be sold but they are required, please place under separate solutions.
- 3.2.4. Integrate the route into printed promotion tools. (L/RN) The existing or planned promotion leaflets and free overview maps (even they are not only for cyclists / for that specific route) have to contain the latest information, overview itinerary and general information. These publications are not selling products, the cost of integration means consultancy, meetings etc., but the additional editing, graphic design, and printing are not eligible, because they are printed anyway.
- 3.2.5. Integrate existing events to the promotion of the current route. (L/RN) Existing events can help to promote the route, but sometimes

needs some adoption, minor changes (for example to add a special thematic stop / rest station), include it into its promotion. Please only indicate the costs of these additional components and the necessary work for cooperation.

- 3.2.6. Integrate the route into advertisements activities. (L/RN) Every regional / national tourism board organizes advertisements and promotion campaigns about its attractions. We have to ensure that our route is represented in these actions. Only proportional costs can be eligible here.
- 3.2.7. Integrate the promotion of the route into presentations at fairs. (RN) Every regional / national tourism board promotes their area at international / national tourism fairs. We have to ensure that our route is represented in their booths.
- 3.2.8. Integrate the route into social media. (L/RN) If you have applications / accounts to communicate cycling tourism and / or national / regional cycling route networks then this specific route has to be integrated to these actions. If you integrate references, links from other websites to the route portal is also part of this action.

3.3. Separate new marketing and promotion tools

Consider the involvement of CCI in the following actions.

- 3.3.1. Develop cycling tourism offers. (L/RN) Together with existing tour operators it is necessary to develop common cycling tourism offers. The costs of meetings, consultancy etc. are eligible here. Please do not indicate any cross-border transnational development (they will be indicated in the transnational action plan).
- 3.3.2. Internet portal development. (RN) If you do not have a national / regional (cycling) tourism web portal which could accommodate this subsite for this special route. Please do not develop a separate website only for one route (or one section on the route). The web design, programming, server hosting etc. are eligible costs, but please do not plan with any costs related to other routes!
- 3.3.3. Publish printed promotion tools only about this specific route. (RN) Publishing leaflets and free overview maps about the route can be useful promotion tools. Please do not propose printed tools about smaller sections (because they are useless), please think at least on the regional level. Please indicate what kind of tools and how many.
- 3.3.4. Organize promotion events connected to this specific route. (L/RN) If you do not have (or do not have enough) cycling promotional events that you can integrate to promotional campaigns of the route, you can develop them (perhaps based on an existing smaller ones). Please indicate how big and what kind of theme. It has to be connected to the route and cycling!
- 3.3.5. Organize study trips for national and regional journalists. (RN) Please do not propose international trips in the national action plan

because that is transnational activity. Please indicate how many per year and for many person you want to invite.

- 3.3.6. Applications for smart phones and audio guides (RN). The cost includes the programming. To estimate the price of this action is very difficult because it contains the software and the content development as well. The basics could cost 3.000 – 5.000 Euro, but if the content is multimedia with special effects, it could cost 1000 Euro / per minute.
- 3.3.7. Info points and info stands. These info points / stands can be indoor or outdoor and can be a big information board and/or disseminate printed tools and/or electronic (touch screen). They can be self-service or with staff. They can be part of a general tourism or mobility info center or separate. They have to be accessible for free for every cyclist. The unit price is 1.500 – 5.000 euro.
- 3.3.8. Press and advertisement. (RN) It means press release, PR articles and direct advertisements in printed and electronic media. It includes the media watch as well.
- 3.3.9. Social media. (R/N) To organize virtual communities to promote the route is a very useful and effective tool. Please calculate with operational costs beside the development! We do not propose to open a separate profile per route per country but to give information, organize contests on the national cycling tourism profiles and/or create a separate international one for the whole route.

4. Organisation

- 4.0. The development of the route always has to start with a survey, evaluation, definition of a proposed itinerary and a detailed action plan.
- 4.1. Awareness raising. (L/RN) In some countries where regions are the decision makers, the stakeholders are not convinced yet. In those areas we propose to organize further conferences and workshops to show good practices. Please indicate how many workshops and conferences, and at which level (regional / national) need to be organized (including the anticipated number of participants).
- 4.2. Training and study tours. (L/RN) To improve the special knowledge of the involved stakeholders' special trainings and study tours can be organized on the national / regional level. Please indicate how many training events and study tours need to be organized, with an indication of how many participants.
- 4.3. Precise survey of the whole itinerary by GPS. (L/RN) For the route coordination and for the customers we need a precise survey of the route. It can be available on website for the cyclists and for the professionals. The survey has to include the route, attractions,

services, public transport connections and it needs to be updated at least yearly. The unit price of this action is 3 – 7 Euro / km.

- 4.4. Ranger system. (RN) To monitor the route conditions, special services can be organized with volunteers to adopt a route section and investigate the conditions regularly. The organization of the system and basic costs (travel, equipment, management) can be indicated.
- 4.5. Working group for infrastructure development. (L/RN) To coordinate the infrastructure developments and maintenance you have to bring together technical officers from the local, micro-regional and the national / regional authorities. This working groups can be relevant on local, regional and on national level as well.
- 4.6. Working group for service, marketing - promotion development. (L/RN) To coordinate the service, product developments and promotion you have to bring together technical officers from the local, micro-regional and the national / regional authorities and include representatives of the CCIs. These working groups can be relevant on local, regional and on national level as well.
- 4.7. Steering group for route development. (L/RN) To coordinate the whole route development and maintenance (of every component) you have to bring together decision makers from the local, micro-regional and the national / regional authorities. These steering groups can be relevant on local, regional and on national level as well. The steering groups have to involve the national / regional EuroVelo coordination centers / coordinators and the relevant cycling NGO`s. The steering groups have to organize regular public consultations. The update of the action plan, the evaluation of the results is the responsibility of the steering group.
- 4.8. Involvement of the local population. This cost covers every activity regarding the involvement of the local population in order to communicate the benefits of the route, avoid conflicts with shepherds, hunters etc.
- 4.9. Certification of the route according EuroVelo standards is a very important step, to market the route as a good quality long distance cycle route and provide additional motivation for the development.

3.5.3.2 Collection of examples

a) Segregated cycle path



b) Cycle lane



c) Shared use – cycling and pedestrian path

C1 - Segregated shared use – cycling and pedestrian path



C2 - Non-segregated shared use – cycling and pedestrian path



d) Cycle streets / agricultural / forestry / water management roads



e) Shared lane marking



f) Traffic calming, reduction

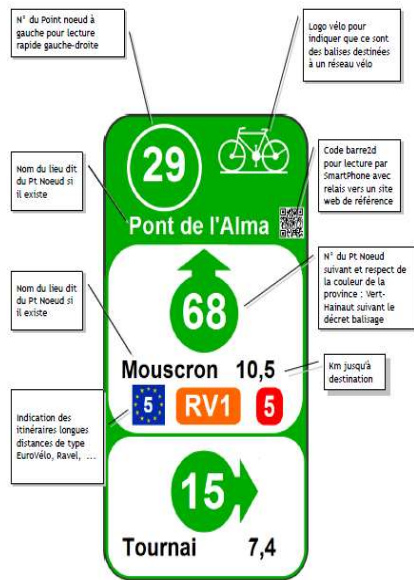


g) Additional EuroVelo signposting



These are stickers on existing signs!

h) Complete new signposting including EuroVelo signs



i) Rest stations



Annex 3. Editorial requirements for Status Report and Action Plan

- Font: Arial, Justify
 - Sizes:

• Title: 48

• 1st subtitle: 24

• 2nd subtitle: 20

• Text: 12

- Front cover page: National Action Plan {Country} + Version number (version: 2013.11th of November) + reference on EU subsidy (see point 5.!) + the name of your organization + the name of the project!

3. Please number every page excluding the cover page and the annexes.
4. Please make table of content: Please include the annexes (just the titles) as well!
5. Please don't forget this on the front cover page and on the back side.

3.6 Methodology for project communication

3.6.1 Social media guidelines

3.6.1.1 Introduction

In the frame of the MEDCYCLETOUR Project funded by the European Commission (Interreg MED Programme), at least 100 social media posts should be created.

Project partners must share content on their Facebook and Twitter accounts to inform the stakeholders and the public about the achievements of the MEDCYCLETOUR project and in order to promote EuroVelo 8 – Mediterranean Route.

To achieve the project objectives, we have set up the recommendations mentioned below.

3.6.1.2 Tags & hashtags

- Please always include the hashtag #MEDCYCLETOUR in your social media posts.
- Include other common hashtags related to the content of the post or the event mentioned. For instance: #EuroVelo #CycleTourism, #SustainableTourism, #Advocacy, #MedGreenEvent, etc.
- Always tag the Interreg MED Programme: @InterregMED on Facebook, @MEDProgramme on Twitter.
- Tag other partners involved.

3.6.1.2 Content

- Ongoing events: live news
- News articles published about #MEDCYCLETOUR
- Webinars
- Press releases
- Etc.

Examples:



3.6.2 Photo / Video shoot: main tasks and minimum technical and content requirements

3.6.2.1 Introduction

In the frame of the MEDCYCLETour Project funded by the European Commission (Interreg MED Programme), several promotional and communication activities must be carried out.

To support the promotional and communication activities, project partners should carry out photo shoot and video footage campaigns (e.g. images for the website and flyers, promotional materials, to share regularly on social media, etc.

Furthermore, the photos and videos should highlight the transnational route 'EuroVelo 8 -Mediterranean Route' with an emphasis on its Mediterranean identity.

3.6.2.2 Minimum technical requirements (photos)

- Pixel density: 300ppi
- Size (recommended): 1970x750
- One size minimum: 1970.
- File extension for pictures: JPG/PNG.

3.6.2.3 Minimum technical requirements (videos)

- Frame rate (minimum): 23.976fps
- Resolution (minimum): 1920x1080 HD
- File extension for videos: MP4 HD

3.6.2.4 Copyright

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

3.6.2.5 Content

- Topic of the route: Cycling along the Mediterranean Sea.
- 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 '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.

3.6.2.6 *Examples (more pictures on www.eurovelo.com or under request to ECF)*



©Pere Duran





3.6.3 Route information platform (transnational website for cycle tourists)

3.6.3.1 *Introduction*

In the frame of the EU Funded EuroVelo 8 – Mediterranean Route MEDCYCLETOUR project, and as part of the new EuroVelo web development, we are refreshing the transnational website for this route. This is the website that people interested in cycling in Europe use to choose their next holiday destination, so we should try and make EuroVelo 8 as attractive as possible, with good quality pictures, useful and up-do-date information and links to further detailed information.

The refreshed website will provide better information than the current version of the EuroVelo 8 transnational website, including more links to national/regional websites, to transnationally relevant maps and guidebooks, as well as more information about each stage of the route and the attractions along the way.

3.6.3.2 *Required data*

- Good-quality pictures for each country of the route, with the location indicated in the file title. In particular, we are still missing good resolution pictures featuring cyclists from Friuli Venezia Giulia (Italy), Slovenia, Croatia, Greece and Cyprus. Pictures from Montenegro and Turkey would of course be welcomed as well.
- The length of the route (in km) in each country.
- Links to national/regional websites providing information on cycling in your country.

- Links to printed maps and guidebooks related to part of the route and available for purchase/download on external websites.
- List of cycle events happening along the route in the partner's country (if any).
- Optional: bookable offer packages including a detailed description of the offer, its price and duration, the contact information and link to the tour operator's website, the difficulty of the tour, the type of bike needed, the tour type (guided or self-guided) and an illustrative picture.
- Optional (if you would like to update current information): description of each country of the route and each stage.
- Optional (if you would like to include new POIs in addition to those on the current website): list of points of interest (POI) along the route in the partner's country, together with a picture, a short description and the location of the POI.

3.6.3.3 *Content (texts)*

- Description of a country/stage (max. 200 words): a general overview of the country/stage, highlighting a few points of interest such as UNESCO World Heritage Sites, beautiful landscapes etc. The focus should be on what the cyclists will see as they ride, with some comments on the length and difficulty of the route as well as the quality of infrastructure (type of roads, amount of traffic, services, etc.). You want to make it sound attractive but don't hide any challenges – people will find out soon enough! Remember that this is for the transnational website, so it should not be a detailed description of the exact itinerary.
- Description of a POI (max. 100 words): a short attractive text that gives general information on the POI, such as an account of what it looks like, the history of its construction/discovery, its symbolism, its use nowadays, interesting facts, etc. These are the highlights of that section of the route (i.e. the reasons why people should visit), so you should make them sound fantastic!
- Description of a national / regional website (max. 50 words): a short text explaining what the purpose of the website is and what organisation is responsible for it. If you want people to visit you should make it attractive!
- Description of an external map or guidebook (max. 50 words): a short text explaining for which part of the route the document is intended and what kind of information is provided. Please note that these should primarily be transnationally relevant publications (i.e. cover two or more countries or a large section (>300km) of one country). Publications covering smaller sections should be communicated on national / regional websites.

- Description of a cycle event (max. 100 words): a short text explaining when and where the event is taking place and what the participants can expect, together with a picture of a previous edition of the event and a link to a dedicated website. Again, try and make it sound attractive.
- Description of a bookable offer (max. 100 words): a short text describing the tour that you propose and its highlights. If you want people to select your tour rather than exploring the route on their own, you should make this description very attractive! You can for instance explain what is truly unique in the region and why going on a tour will help people make the most of their journey.

3.6.3.4 *Types of POI*

Points of Interest (POIs) should highlight the main attractions along the route. For the transnational website we should only be highlighting the major attractions (i.e. of international significance). POIs should ideally be located within 5 km of the route. Aim to provide approximately 1-2 per category, per country. We will not be too prescriptive about this though because some countries may not have any good examples of a particular theme, so we will not force them to find one! Equally, some may have 3-4 internationally important sites under a particular theme.

- UNESCO World Heritage Sites: all places listed as UNESCO World Heritage Sites along the route.

Examples: 'Po Delta, Italy', 'Alhambra de Granada, Spain', 'Dubrovnik, Croatia', etc.

- Natural Heritage: the most beautiful natural places that the cyclists will visit during their journey.

Examples: 'Lavender Fields of Provence, France', 'Lake Skadar, Montenegro/Albania', 'The Maritime Alps Nature Park, Italy', etc.

- Cultural Heritage: culturally important places along the route, such as castles and palaces, buildings exhibiting a certain architectural style, historic towns, museums, where to experience local crafts and other attractions.

Examples: 'Pomposa Abbey, Italy', 'Panagia Angeloktisti, Cyprus', 'Picasso Museum, France', etc.

- Cities of Interest: important, historical or original cities all along the Mediterranean Sea, which are worth a visit.

Examples: 'Patras, Greece', 'Old Town Centre Koper, Slovenia', 'Grasse, France', etc.

- Culinary Delights: local specialties that cyclists can taste while cycling the route.

Examples: 'Truffle of Alba, Italy', 'Gazpacho, Spain', 'Mediterranean Cuisine, Slovenia', etc.

- Maritime Heritage: interesting harbours and fishing villages along the route, Mediterranean fauna, maritime museums and other places related to the Mediterranean Sea itself.

Examples: 'Dalmatian Pelican, Greece', 'Bay of Kotor, Montenegro', 'Cape Greko, Cyprus', etc.

3.6.3.5 *Answer Template for Texts*

Length of the route in your country: ____ km

National/Regional Website

URL:

Description (max. 50 words):

Title of the related picture (website logo or screenshot):

Contact information (phone and/or email):

External map/guidebook (possibility to include several)

URL:

Description (max. 50 words):

Title of the related picture:

Cycle Events

URL:

Title:

Dates & Place:

Description (max. 100 words):

Title of the related picture:

Bookable Offers

Title:

Description (max. 100 words):

Price:

Duration:

Contact information (phone number and/or email):

Tour operator's website:

Type of bikes (erase what is not relevant):

- ☐ Road bikes
- ☐ Mountain bikes
- ☐ Rideable with children
- ☐ Suitable for trailers
- ☐ E-bikes

Difficulty (choose one):

- ☐ Easy
- ☐ Medium
- ☐ Challenging

Tour type (choose one):

- ☐ Guided
- ☐ Self-guided

Title of the related picture:

Description of the route in your country/region

Description (max. 200 words – please provide a shorter text if your region extends only on a small part of the country):

Description of the route in your stage (please add a box if your region is part of more than one stage)

Description (max. 200 words – please provide a shorter text if your region extends only on a small part of the stage):

Point of Interest 1 – UNESCO World Heritage Site

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 2 – UNESCO World Heritage Site

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 3 – Natural Heritage

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 4 – Natural Heritage

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 5 – Cultural Heritage

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 6 – Cultural Heritage

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 7 – City of Interest

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 8 – City of Interest

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 9 – Culinary Delight

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI (if it is found across a wide area choose somewhere central):

Point of Interest 10 – Culinary Delight

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI (if it is found across a wide area choose somewhere central):

Point of Interest 11 – Maritime Heritage

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

Point of Interest 12 – Maritime Heritage

Title:

Description (max. 100 words):

Title of the POI's photo:

Location of the POI:

3.6.4 Corporate Design Manual

The aim of EuroVelo is to connect all European countries by a network of long-distance cycle routes. EuroVelo is coordinated on the European level by the European Cyclists' Federation (ECF), who also own the registered copyrights. In order to make the most of the benefits of developing the network, in terms of sustainable tourism and mobility, the EuroVelo routes should be communicated in a uniform and coordinated manner as widely as possible.

To achieve this goal, ECF has defined the different graphic features which can be used by partners (National EuroVelo Coordination Centers and Coordinators, touristic organizations, editors, service providers etc.) to communicate EuroVelo or EuroVelo routes. Using these features allows the partners to enjoy the benefits of the growing awareness of EuroVelo across the continent and in turn, help to increase it further.

This guidance for partners, the Corporate Design Manual, details the recommended use of the main EuroVelo graphic features. It has been designed so that these elements can be used in the frame of your own corporate design requirements. This manual covers printed and web material only. For information about the use of EuroVelo graphic features in other contexts (e.g. signage) please see the relevant manual in the ECF's EuroVelo publication series.

The features covered by the Corporate Design Manual are the following:

- Route information panels
- Schematic diagram
- Colours
- EuroVelo logo

Please note that the word "EuroVelo" should not be altered to reflect national or regional languages or alphabets in either the route information panels or the EuroVelo logo. If in doubt, please contact the ECF.