



ECF gratefully acknowledges financial support from the European Commission.



# EuroVelo Communication, Web and Integrated IT Solution

## Workshop



# Workshop content

1. Current EuroVelo Communication and Web Strategy
2. New developments: EuroVelo Integrated IT Solution
3. Where do we want the EuroVelo Communication and Web strategy to be?



# EuroVelo Communication and Web Strategy



# COMMUNICATION STRATEGY

## Based on the subsidiarity principle:

**ECF** offers at European level '**overview information**' about the EuroVelo network (route and countries) and other **transnationally relevant information** such as: bookable offers, printed materials, events, etc. of the interest of **end users**.

**NECC/Cs deliver detailed information.**



# OUR TOOLS

Focus on end users:

- EuroVelo.com
- EuroVelo route apps
- Social Media
- EuroVelo map

Focus on professionals:

- EuroVelo.org
- Guides and manuals
- Social media
- Newsletter
- Conference, trainings
- (Survey app)



# CHALLENGES

Challenges of the current situation:

- Several databases to store information (EuroVelo.com, EuroVelo.org, Route Overview Database, EuroVelo printed map, etc.)
- Excessive manual work and duplications
- Risk of not being competitive enough (web portals started to offer detailed information for whole Europe)





# WHAT ARE THE MAIN CHALLENGES YOU EXPERIENCE AS A NECC/C?

- E.g. When you need to update information on EuroVelo.com (text, pictures, maps, etc.)
- E.g. When you need to update your country information on the EuroVelo Overview Route Database
- E.g. When you need to provide of data/input to the EuroVelo Management Team in Brussels (EuroVelo printed map update, etc.)



# New developments: EuroVelo Integrated IT Solution





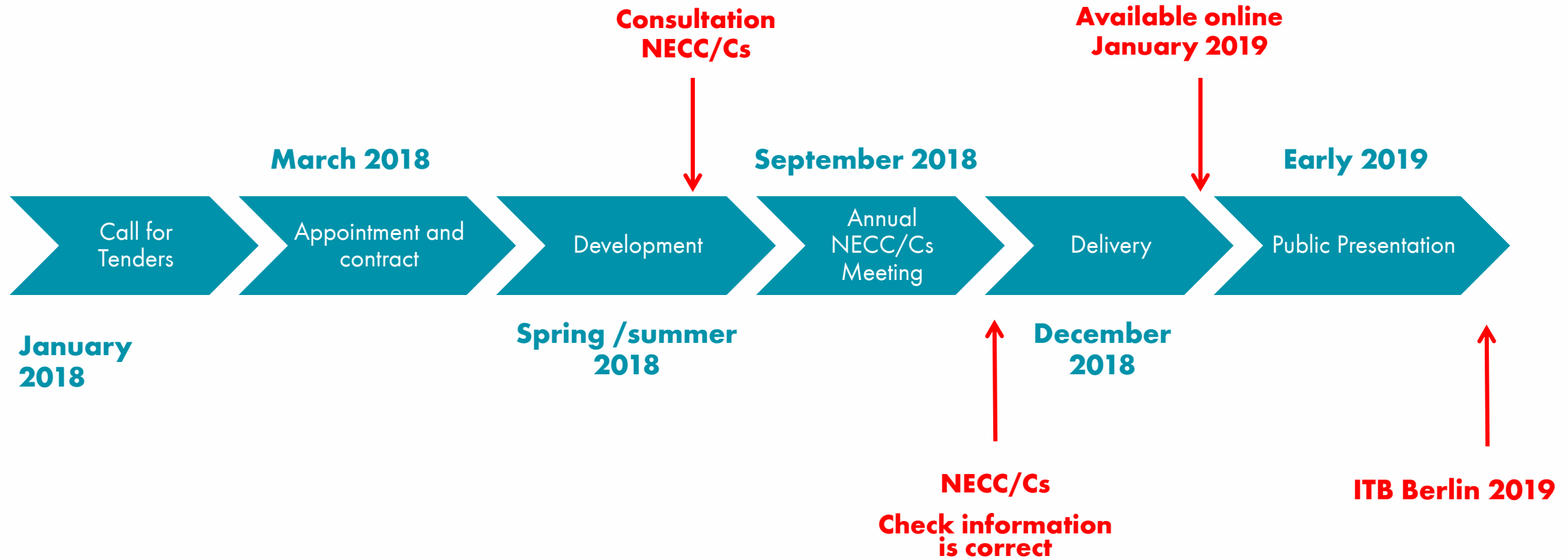
# EuroVelo Integrated IT Solution Background

## Objectives:


- Integrated system for all EuroVelo IT tools: Database, GIS, webs (EuroVelo.com and EuroVelo.org, apps, etc)
- Improve the effectiveness of EuroVelo Management Team, NECC/Cs and other partners when providing or consulting data
- Improve the experience of end users/professionals when accessing EuroVelo communication platforms



# Process and next steps



# New EuroVelo.com


ROUTES & COUNTRIES
NEWS
BOOKABLE OFFERS
SUPPORT US

**1** EuroVelo 1 - Atlantic Coast Route

**2** EuroVelo 2 - Capitals Route

**3** EuroVelo 3 - Pilgrims Route

**4** EuroVelo 4 - Central Europe Route

**5** EuroVelo 5 - Via Romea Francigena


**6** EuroVelo 6 - Atlantic - Black Sea

**7** EuroVelo 7 - Sun Route

**8** EuroVelo 8 - Mediterranean Route

**9** EuroVelo 9 - Baltic - Adriatic

**10** EuroVelo 10 - Baltic Sea Cycle Rou...



Countries

Åland Islan...	Albania
Andorra	Austria
Belarus	Belgium
Bosnia and ...	Bulgaria
Croatia	Cyprus
Czech Rep...	Denmark
Estonia	Faroe Islands
Finland	France
Germany	Gibraltar
Greece	Guernsey





# New EuroVelo.com



**NEWS**

## 6 Essential Tips to Help You Prepare for Your First Cycling Holiday

🕒 September 24, 2018

Are you psyched about your very first cycling holiday? That's good, because we have some tips to share with you about cycling abroad and how to make the best out of your experience.



### Discover Greece's beautiful EuroVelo routes

🕒 Sep 15, 2018

EuroVelo cycle tourists wishing to discover Greece's rich cultural and natural heritage by bike have a new tool at hand. Find all the information in one place on [eurovelo.gr](http://eurovelo.gr), a new website launched recently by our Greek National EuroVelo Coordinator "Cities for Cycling".



### Cycling and Tourism: a win-win combination for riders and local economies

🕒 Sep 15, 2018

Every day during the summer months, cyclists can be seen making their way up the roads that snake to the summit of Mont Ventoux, in the South of France. Riders from across the world travel to this part of Provence to tackle the storied climb made famous by the Tour de France. Those riders may spend the night in a local hotel, eat at local restaurants, or visit one of the numerous bicycle shops to be found in the villages at the base of the mountain.




### How to find the EuroVelo 5 - Via Romea Francigena in Belgium?

🕒 Sep 14, 2018


Arriving from France and heading back towards Luxembourg, or vice versa, the EuroVelo 5, also known as the Via Romea Francigena, crosses all three Belgian regions (Wallonia, Flanders and the Brussels-Capital region) over about 400 km, and is divided into 10 sections. Let's make a brief progress report with regard to the signposting.



# Example EuroVelo 13: Germany



[ROUTES & COUNTRIES](#)
[NEWS](#)
[BOOKABLE OFFERS](#)
[SUPPORT US](#)



## EuroVelo 13 Iron Curtain Trail

**1233 km**  
in length

**9**  
Unesco World Heritage sites

**4**  
European countries

**EASY**  
rides for the family

[STAGES & COUNTRIES](#)
[NEWS](#)
[MAP & GUIDES](#)
[EVENTS](#)
[BOOKABLE OFFERS](#)
[TOP](#)

### Iron Curtain Trail

For almost half a century, Europe was forcibly divided into East and West. EuroVelo 13 retraces this 'Iron Curtain', a border stretching from the Barents Sea to the Black Sea. Following this route for more than 10,400 km is a living history lesson but also provides a welcome reminder of the peace and reconciliation that have followed the fall of the 'Curtain'. As the longest EuroVelo route, the Iron Curtain Trail has something to


**EuroVelo 13 - Iron Curtain Trail**




**Germany**


**Complete EV13 Stage**

## **RELATED NEWS**



### 6 Essential Tips to Help You Prepare for Your First Cycling Holiday

🕒 Sep 24, 2018

Are you psyched about your very first cycling holiday? That's good, because we have some



### Discover Greece's beautiful EuroVelo routes

🕒 Sep 15, 2018

EuroVelo cycle tourists wishing to discover Greece's rich cultural and natural heritage by bike have a new tool at hand. Find all the

## **MAPS & GUIDES**







**Lorem Ipsum Dolor Sit Amet Consectetur**

🕒 Jan 12th, 2018

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# Where do we want the EuroVelo Communication and Web strategy to be?





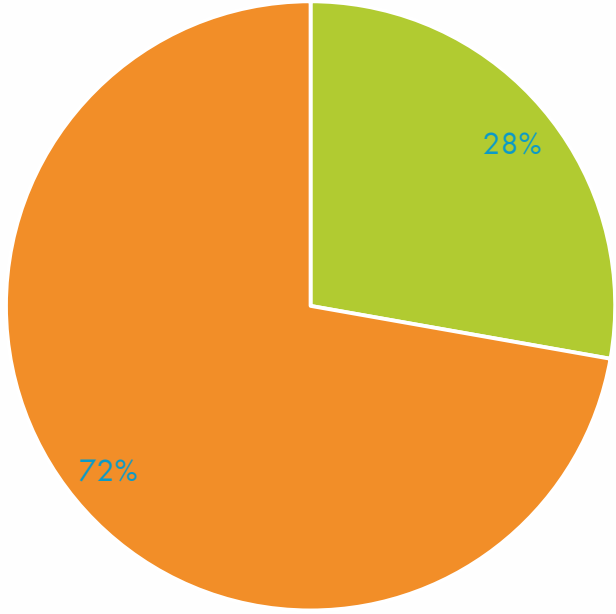
# Request to NECC/Cs

- Provide the most up to date and accurate GPS track of the EuroVelo routes in your country that we can store in the ECF database.
- Let us know if you would like to make this data publicly available for download from the main EuroVelo.com website (YES / NO ).
- Which level of access would you like to deliver visitors for your data (Open Street Maps):
  - 100km accuracy to 100m accuracy
  - 100km/50km/30km/10km/5km/3km/2km/1km/500m/300m/100m.



# Responses from NECC/Cs and partners

Contacted: 36 countries

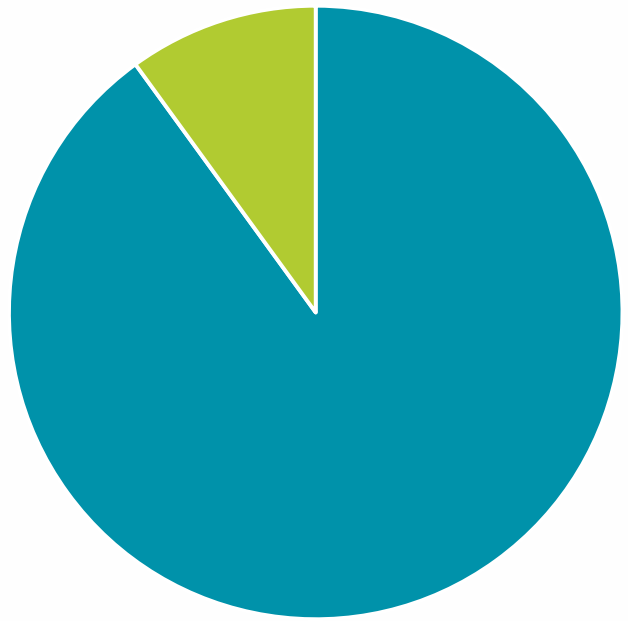


■ Inputs ■ No inputs



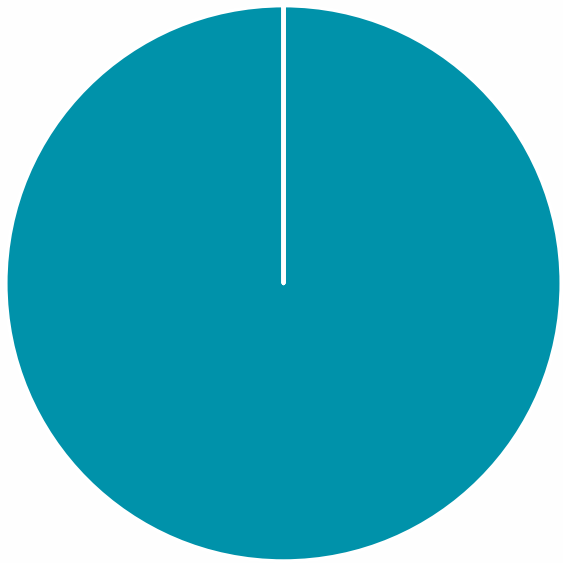
# Responses from NECC/Cs and partners

Data publicly available to download (GPX)



■ Yes ■ No for the moment

Level of access (map solution)



■ 100m ■ 300m ■ 500m ■ 1000m ■ 2km or more

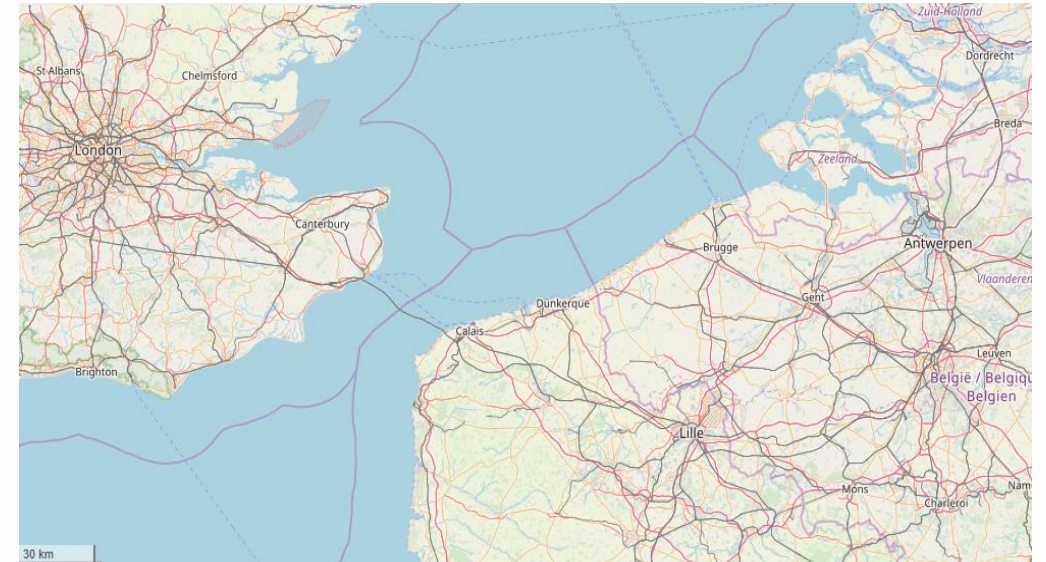


# Mapping level of access meaning

- 100km/50km/30km



100km



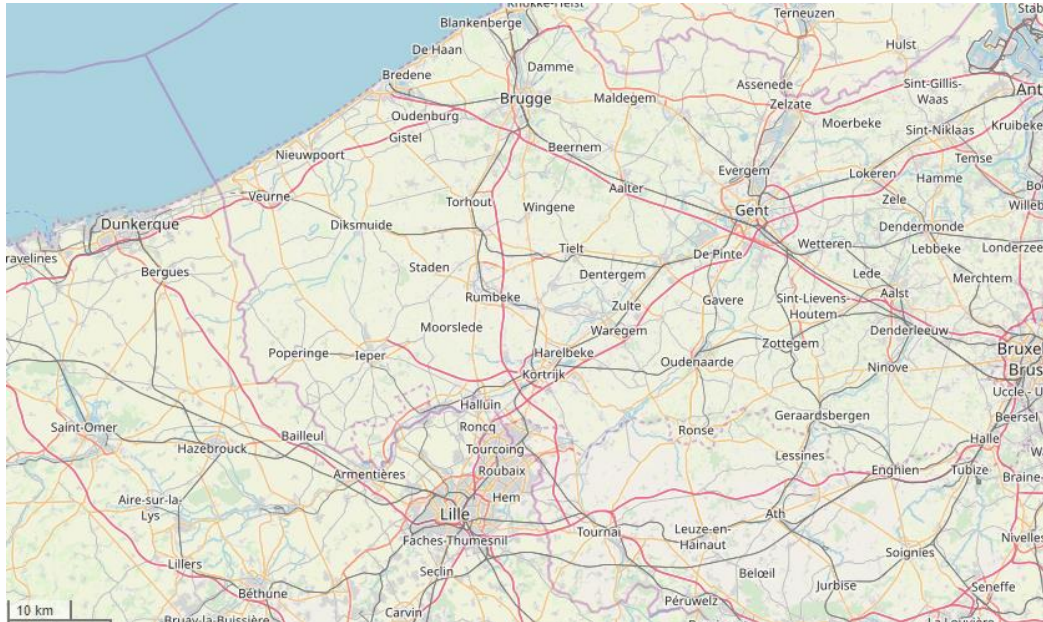
30km



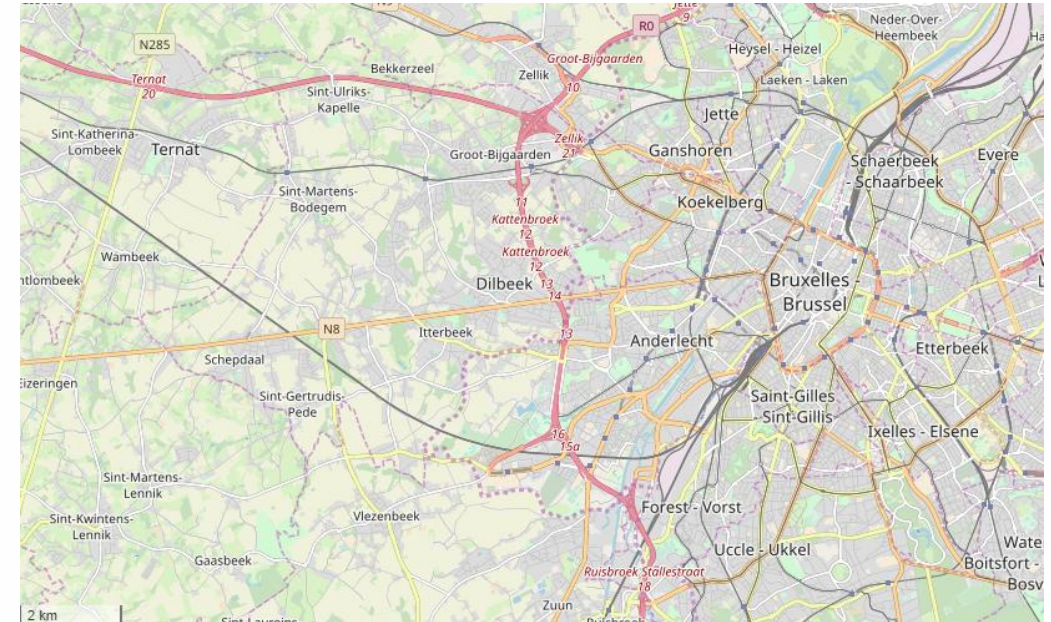


# Mapping level of access meaning

- 10km/5km/3km/2km



10km



2km



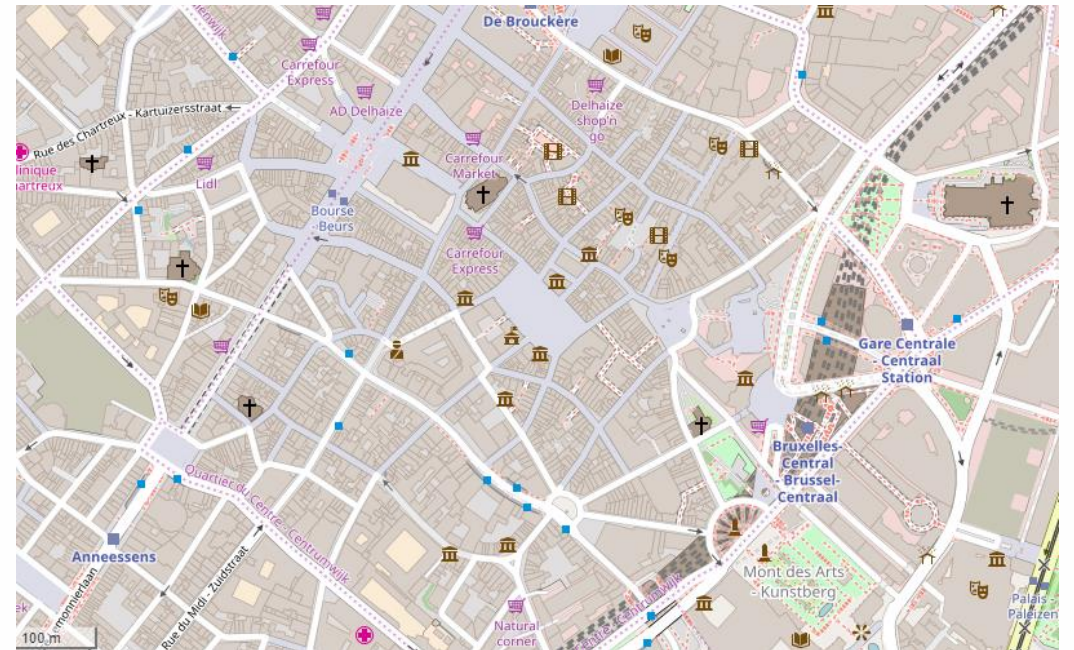


# Mapping level of access meaning

- 1km/500m/300m/100m



1km



100m





# Workshop

Which level of access can you deliver to the visitors for your data (and guaranty that you can keep it up to date)?

Which level of access would you like to deliver to the visitors for your data?





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# Thank you

