

# Pilgrims Route EuroVelo 3 Workshop



“EV3-ST James Way” Project  
8<sup>th</sup> of December 2011  
Brussels, Belgium



# Programme

- 15:00 – 15:15      Opening Speech - Klaus Bondam, Director of the Danish Cultural Institute in Brussels
- 15:15 – 15:30      Introduction to the Project – Jesper Pørksen, Danish Cyclists' Federation (DCF)
- 15:30 – 16:10      National Summaries
- 16:10 – 16:20      Trans-national Action Plan – Adam Bodor, ECF
- 16:20 – 16:55      Panel discussion with the speakers
- 16:55 – 17:00      Close
- 17:00 – 18:30      Reception in the Danish Embassy

# Trans-national Action Plan(s) for the Pilgrims Route



# Trans-national Action Plan - Pilgrims Route

## Topics:

- Methodology
- Status report and proposed actions for:
  - Route infrastructure
  - Services
  - Marketing, promotion
  - Organisation
- Costs and resources
- Next steps



# Trans-national Action Plan - Pilgrims Route

## Methodology

Action Plans for:

- (Norway, Sweden), Denmark, Germany, Belgium, France, Spain

Common methodology

- Survey (Google maps, database) and evaluation
- Participative planning (Workshops, Interviews)
- Standardised actions (internal manual)
- Prioritised tasks (high – low)
- Synchronized timing (short , mid and long-term)



# Trans-national Action Plan - Pilgrims Route

## Principles:

- Close to the “original” itinerary
- Many attractions (if possible) related to the theme
- Following the EuroVelo standards (to reach at least appropriate conditions and to decide between alternatives)
- Taking into account the local/regional/national stakeholders’ opinions
- Stay realistic but progressive...
- Use the planning for motivation not for blame...



# Trans-national Action Plan - Pilgrims Route

## Route infrastructure - Status

- The final itinerary for the EV3:  
Summary length: 5,078 km – including “all” countries
- The final itinerary for the EV3:  
Summary length: 4,078 km – (excluding Sweden, Norway)
- From it inappropriate route conditions:  
Summary length: 329 km – (excluding Sweden, Norway)



# Trans-national Action Plan- Pilgrims Route

## Route infrastructure - Necessary (main) actions

- Construction of new separate cycling infrastructure  
Summary length: 466 km
- Improve the surface of the existing separate cycling infrastructure, roads mainly for cyclists  
Summary length: 582 km
- Complete new signposting:  
Summary length: 2445 km





# Trans-national Action Plan - Pilgrims Route

## Services- Status:

- Number of sections – daily etap:  
Summary: 70 sections
- Inappropriate service conditions  
Summary: 10 sections
- Only appropriate service conditions  
Summary: 20 sections



# Trans-national Action Plan- Pilgrims Route

## Services

### Actions (main):

- Additional capacity (in Spain)
- Transforming services to cycling friendly (everywhere) and establish national systems (in the South where it currently does not exist)
- Provide rest stations (North and South)



# Trans-national Action Plan - Pilgrims Route

## Promotion

### Status:

- EV3 is not integrated to the existing promotional tools
- National cycling tourism portals are (mostly) missing (except Denmark, Germany)
- Very limited dedicated promotion for EV3

### Actions:

- Marketing plan for the route.
- Integrated marketing and promotion solutions
- Separate new marketing and promotion tools
  - Common webportal for EV3



# Trans-national Action Plan - Pilgrims Route

## Organisation

### Status:

- EV3 is well known as a national route (under different names) but not integrated into official development plans and documents as EV3.
- Only 1 EuroVelo coordination centre and for one country there is no national coordinator.
- The route related organisational structure exists in France, but missing on every level in the other countries and on the trans-national level.

### Actions:

- Study tours, training etc.
- Organisational development on every level:
  - Steering and working committees



# Trans-national Action Plan - Pilgrims Route

Costs – 80 million Euro until 2020!

Resources:

- Dedicated / available European resources are needed to convince the decision makers and mobilize national / regional / local or private co-financing!



# Looking forward

- Publishing the Transnational Action Plan.
- Lobby for its implementation and acceptance
- Drafting new projects and applications



# *Thank you for your attention!*



[www.ecf.com](http://www.ecf.com)

[www.eurovelo.org](http://www.eurovelo.org)

[eurovelo@ecf.com](mailto:eurovelo@ecf.com)

For further information on the DG ENTR Tourism Unit:  
[http://ec.europa.eu/enterprise/tourism/index\\_en.htm](http://ec.europa.eu/enterprise/tourism/index_en.htm)

