

Iron Curtain Trail EuroVelo 13 Workshop

Iron Curtain Trail
EuroVelo13 North and Central Projects
7th of December 2011
Brussels, Belgium



Ministry of Sport and Tourism
of the Republic of Poland



This project is co-financed by the European Union
under the preparatory action "Sustainable Tourism".
The sole responsibility of this publication lies with the author.
The European Commission is not responsible for any use
that may be made of the information contained therein.



Programme

14:30 – 16:00 EuroVelo (General) Workshop

16:00 – 16:30 Coffee break

16:30 – 18:00 EuroVelo 13 Workshop

18:00 – 19:30 Reception

Programme

- 16:30 – 16:35 Opening Speech - Mrs Katarzyna Sobierajska, Ministry of Sport and Tourism of the Republic of Poland .
- 16:35 – 16:50 Introduction to the Project – Andrzej B. Piotrowicz, PSWE
- 16:50 – 17:05 Route Summary – Daniel Mourek, Nadace Partnerstvi
- 17:05 – 17:45 Discussion about the transnational Action Plan – moderated by Adam Bodor, ECF
- 17:45 – 18:00 Realising the potential: Considering the Next Steps – Michael Cramer MEP
- 18:00 – 19:30 Reception

Trans-national Action Plan(s) for the Iron Curtain Trail



Trans-national Action Plan(s) for the Iron Curtain Trail

Topics:

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



Trans-national Action Plan(s) for the Iron Curtain Trail

Methodology

3 sections – 3 Action Plans:

- North – (Norway), Finland, (Russia), Estonia, Latvia, Lithuania, (Russia).
- Central - Germany, Czech Republic, Austria, Slovakia, Hungary, Slovenia.
- South – (Croatia), (Serbia), Romania, Bulgaria, (FYROM Macedonia), Greece, (Turkey).

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(s) for the Iron Curtain Trail

Principles:

- Close to the current / former boarder
- Changing “side” – country frequently
- Following the EuroVelo standards (to reach at least appropriate conditions, 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(s) for the Iron Curtain Trail

Route infrastructure - Status

- The final itinerary for the ICT:
Summary length: 9.518km (4.827km North, 2.179 km Central, 2.511 km South) – including “non-EU”
- The final itinerary for the ICT:
Summary length: 7.642 km (4.127 km North, 2.179 km Central, 1.335 km South) – excluding “non-EU”
- From it inappropriate route conditions:
Summary length: 761 km (242 km North, 180 km Central, 338 km South) – excluding “non-EU”



Trans-national Action Plan(s) for the Iron Curtain Trail

Route infrastructure - Necessary (main) actions

- Construction of new separate cycling infrastructure
Summary length: 659 km
(197 km North, 160 km Central, 303km South)
- Improve the surface of the existing separate cycling infrastructure, roads mainly for cyclists
Summary length: 539 km
(151 km North, 353 km Central, 35km South)
- Complete new signposting:
Summary length: 3.737 km
(3.153 km North, 246 km Central, 338 km South)



Trans-national Action Plan(s) for the Iron Curtain Trail

Services- Status:

- Number of sections – daily etap:
Summary : 189 section
(99 section North, 61 section Central, 29 section South)
- Inappropriate service conditions
Summary on: 43 section
(24 section North, 9 section Central, 10 section South)
- Just appropriate service conditions
Summary on: 62 section (22 section North, 24 section Central, 16 section South)



Trans-national Action Plan(s) for the Iron Curtain Trail

Services

Actions (main):

- Transforming services to cycling friendly (everywhere) and establish national systems (in the North and South where it currently does not exist)
- Provide at least basic services (in the North and South) - home stay project Finland – adaptation in Bulgaria
- Provide rest stations (North and South)



Trans-national Action Plan(s) for the Iron Curtain Trail

Promotion

Status:

- ICT is not integrated to the existing promotion tools
- National cycling tourism portals are (mostly) missing
- Very limited special (separate) promotion for ICT

Actions:

- Marketing plan for the route.
- Integrated marketing and promotion solutions
- Separate new marketing and promotion tools
 - Common webportal for ICT
 - Smart phone applications (Finland – short t.)



Trans-national Action Plan(s) for the Iron Curtain Trail

Organisation

Status:

- ICT is well known in the North and Central areas but not integrated into official development plans and documents
- Only 1 EuroVelo coordination centre and even some national coordinators are missing
- The route related organisational structure is missing on every level (regional, national, trans-n.)

Actions:

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



Trans-national Action Plan(s) for the Iron Curtain Trail

Costs – 191 million Euro until 2020!

- Short term:
 - Summary: 24 million Euro (17 million Euro North, 6 million Euro Central, 2 million Euro South)
- Mid term:
 - Summary: 64 million Euro (35 million Euro North, 13 million Euro Central, 15 million Euro South)
- Long term:
 - Summary: 103 million Euro (69 million Euro North, 2 million Euro Central, 31 million Euro South)

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

www.eurovelo.org

eurovelo@ecf.com

For further information on the DG ENTR Tourism Unit:
http://ec.europa.eu/enterprise/tourism/index_en.htm



Thank you for your attention!



We invite you to a Reception to be held in Restaurant Le Corrège, which is a short walk from the Permanent Representation of the Republic of Poland to the EU at rue le Corrège 90, 1000 Bruxelles